

COMPETITIVE ADVANTAGE CAPTURE PROCESS

CAPTURE is our proven approach to discovering and measuring the full potential of your company's innovation landscape. During this process, we work with your company to:



1. Survey

Conduct an in-depth survey of your organization to uncover hidden opportunities and bring them to the foreground

2. Translate

Translate each idea into a standardized, written document to create a catalog of your known universe of innovation opportunities

3. Create Artifacts

Create artifacts that leverage a common language and illustrations that demonstrate each concepts so they can be evaluated across all levels and departments

4. Determine Value

Determine which ideas have the highest potential value, create a shortlist, which you can select on your org's available resources and prioritized objectives

Understanding Technology

Problem / Opportunity?

Current Tech Readiness Level?

Technical Inputs for Technology?

Technical Outputs?

Shortcomings of Current Outputs?

What the Solution looks like?

Essential Technologies?

Essential Applications?

Essential Features?

Key Differentiator?

Relevant areas

Industries

Primary Industry Competitors

Secondary Industry Competitors

Relevant: Tech, Applications, Features, Benefits, Companies, Intellectual Property Keywords?

Keywords, IP, Geography, and R&D

Synonyms of Keywords

Existing Patent Portfolio

Geographies of Interest

R&D Activities

Known IP (if any)