



IP Research: Technology scouting provides actionable results

The client

A UK-based **innovation consultancy**

Solution elements

RWS IP Research:
State-of-the-Art (Landscape)
Study

The challenge

A UK-based innovation consultancy that offers front-end innovation and technology scouting services approached RWS in search of specific technical solutions relating to chemical compositions, for one of their customers. The end-client was looking to identify and acquire technologies complementary to their business to further backfill competencies outside of their specialty.

The solution

On behalf of the consultancy, RWS conducted a complete five-week State-of-the-Art, study, mobilizing and targeting researchers with experience in the relevant technology categories. The researchers provided both patent and non-patent literature, also focusing their efforts in identifying groups, institutional and corporate entities and other organizations conducting work in the target area identified by the end-client.

The result

The Crowd identified over 142 potential solutions, most of which were previously unknown to the end client, and embodied a breadth and diversity of responses that only RWS researchers could provide.

Of those 142 potential solutions, the consultancy reached out to 112 directly and there remained an additional 30 for the end-client to review. Once again, the Crowd provided a body of actionable results.

"[RWS] does what [they advertise]; good, quality results."

Key benefit for the client

- More than 140 potential solutions identified

When asked about RWS's results, the consultancy replied that, "[The] outcome was successful. [RWS] does what [they advertise]; good, quality results. [RWS is] great to work with and has a great customer results portal. We will definitely use again."

Result data from AOP Connect

- +150 researchers viewed the study
- +70 researchers qualified for the study
- 47 researchers submitted references
- 11 of the participant researchers hold PhDs
- 20 of the participant researchers hold masters degrees
- 27 of the participant researchers hold bachelor's degrees
- Submissions were made in 9 different languages
- Participating researchers were from 9 different countries



About RWS IP Solutions

RWS is the world's leading expert in IP research, patent translations, foreign patent filing and database services.

For over 60 years, RWS has led the industry and helped more than 10,000 clients protect and enforce their IP rights around the world. We can help you:

- Ensure the highest quality patent translations
- Cut costs and save resources
- Simplify and streamline

About RWS IP Research

RWS has the largest pool of IP researchers in the world, combining a team of in-house subject matter experts with a Crowd of over 40,000 skilled researchers.

Our Crowd works on a highly cost-effective 'contest' pricing model. This means you could have dozens, even hundreds of researchers working for you, with complete budget confidence.

Every study is managed by our team of skilled research managers who, in addition to years of research experience, have advanced educational degrees.

For more information, [get in touch](#).

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