## STRATEGIC & COMPETITIVE INTELLIGENCE

## **2020 PROJECT WORK GUIDELINES**



### **General Description**

- TEAM PROJECT ASSIGNEMENT
  - Technology vs Field of Application analysis
- PROJECT PRESENTATION & DISCUSSION
  - 1st Plenary Sessions: 25 January 2020 with the participation of stakeholders
  - 2nd Plenary Sessions: 12 February 2020 with the participation of stakeholders
  - Possibile a March/April session (to be defined)

#### **Deliverables**

- DOCS TO BE DELIVERED
  - SLIDES\* FOR THE PLENARY PRESENTATION
  - CODE & DATA
- DEADLINE: 7 days before the examination date
  - Jan. 18; FEB. 5

\*The slides are the main deliverable. They can contain additional material beside the presented.

#### **NO REPORT NEEDED.**

#### **GRADING POLICY**

- 70-30 weighting rule
  - 70 for PROJECT WORK (deliverables + group discussion)
  - 30 for INDIVIDUAL discussion
- Both project work AND individual discussion should be almost 18/30 to grade

TOPICS FOR DELIVERABLES EVALUATION	POINTS
Clarity & Replicability	5
Completeness	4
Data visualization & communication effectiveness	5
Originality	4
Methodological fit	6
Value for the insights	6
Tot.	30

#### **Presentation Structure**

- Agenda
- The Team
- The Technology
- For each of KITs:
  - Context (1 slide)
  - Methodology & <u>flowchart</u> (2-3 slides)
  - Results (4-5 slides)
  - Discussion & Insights (1-2 slides)
- Annexed slides
  - RACI for the project
  - GANTT Chart
  - WBS
- Formatting issues
  - The Slides must be delivered in .pdf and in an editable format (.pptx, keynote, markdown, latex...)
- Each team has 30 min. for the presentation

## **Scope of the Analysis**

- Understand the competitive State of the Art (in a dynamic way) of a Technology. Students can focus the analysis on the extraction and map of relevant entities such as:
  - The fields of application
  - The Users
  - The Problems

These entities can be extracted from various sources, e.g. Scientific Papers, Wikipedia, Medium.

- Analyze the Patent Landscape of a Technology in a **<u>Field of Application.</u>** Students can focus on:
  - Patent Clustering
  - Metadata such as Assignees, IPC, Year of publication
  - Technological Foresight

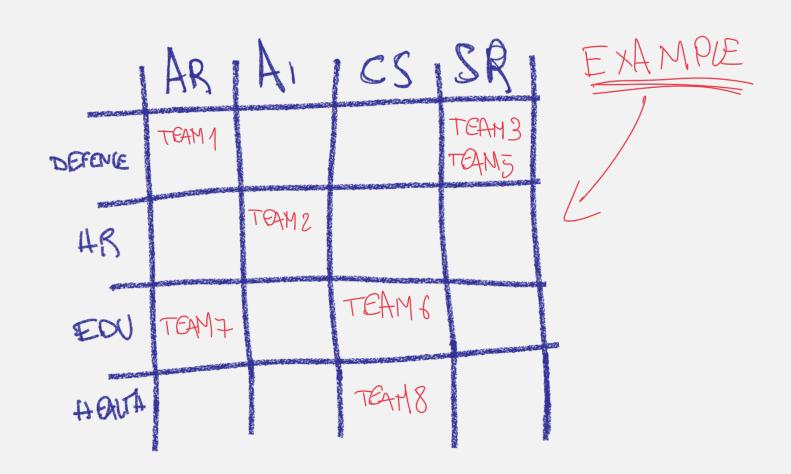
The data will be collected by R2 based on a query the you will design.

## **Steps of the Project**

- 1. Select a Technological Field and Application of your interest
- 2. Understand the competitive State of the Art of the Technology
- 3. Design the query that intersect the technology and the field of application
- 4. Analyze the patent landscape

## **Technologies & Fields of Appication**

- Technologies
  - Augmented Reality
  - Artificial Intelligence
  - Cyber Security
  - Social Robots
- Field of Application
  - **Defence**
  - HR
  - Education
  - Health















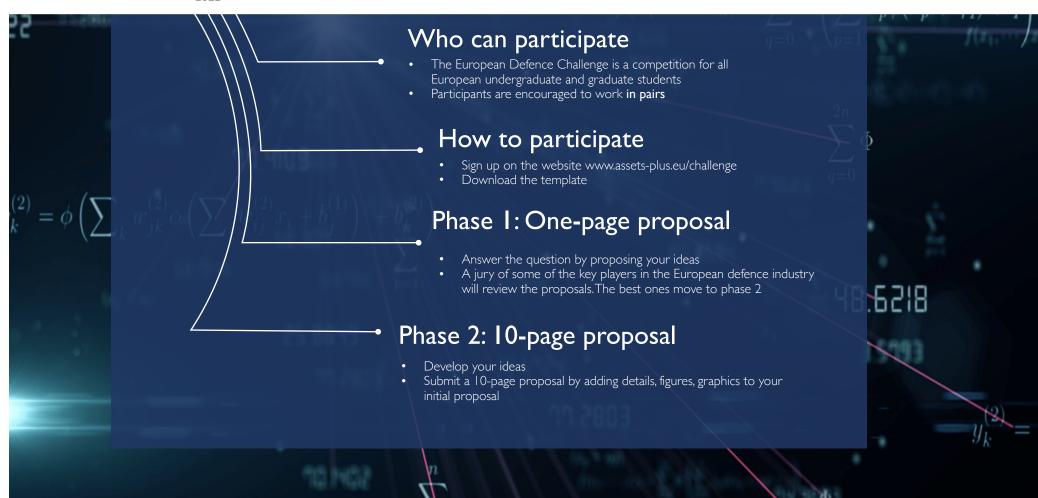






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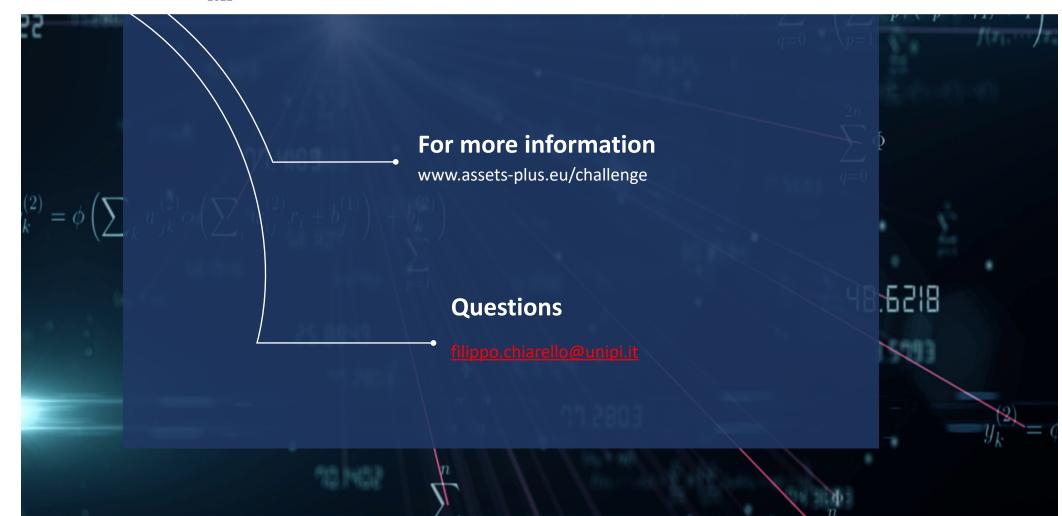






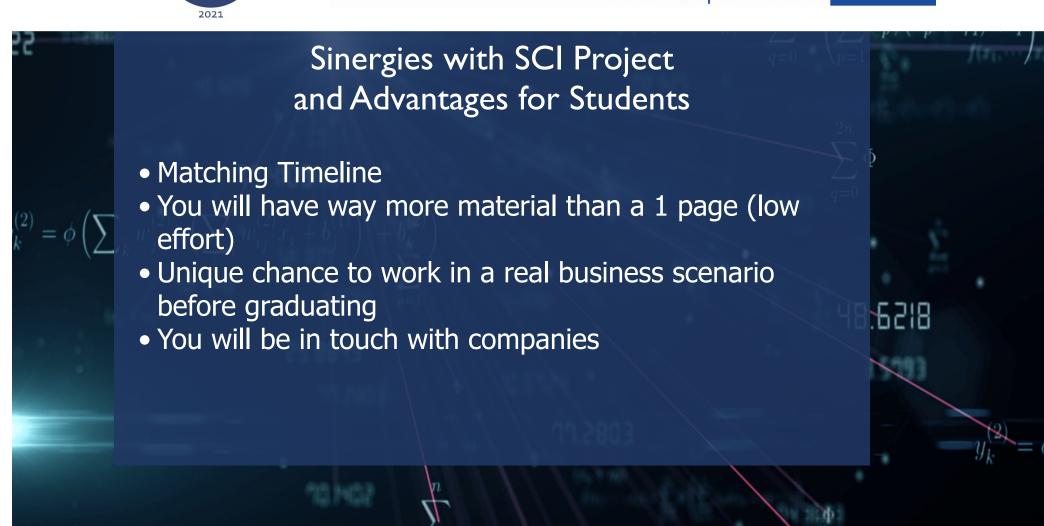
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## **Thanks for your Attention!**



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