

# **Future proof your IP strategy through AI**

6 April 2021



GoodIP

# Our founders

## Dr. Bastian July

**CEO**  
**Patents & IP**

German & US Lawyer  
Former Senior Legal  
Counsel Lantiq/Intel &  
Osram

## Sebastian Hugl

**COO**  
**Business &  
Industrial Engineer**

Already built and sold a  
company from scratch  
Former ProGlove  
Business Development

## Linus Kohl

**CTO**  
**Data Science & AI**

Serial Entrepreneur  
Former Airbus Data  
Scientist

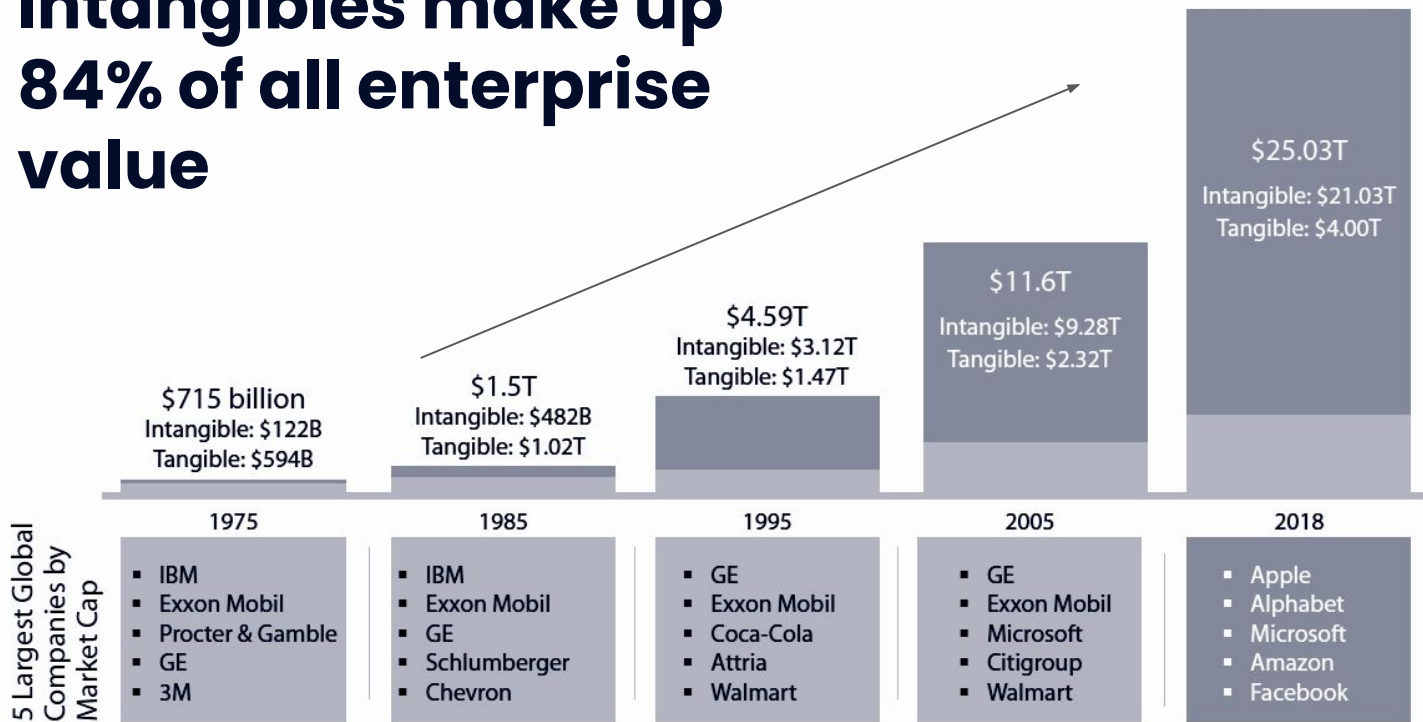
## Our Partners

**FLUXUNIT**  
OSRAM Ventures

 Google Cloud  activate



# Intangibles make up 84% of all enterprise value



**If you have strong patents,**

- **nobody can copy you**
- **nobody can block you**
- **you can create license revenue**

# Comparison

**ExxonMobil**

**5,125**

US Patents

 **Apple**

**27,158**

US Patents

**Executives when  
you start talking  
about patents**





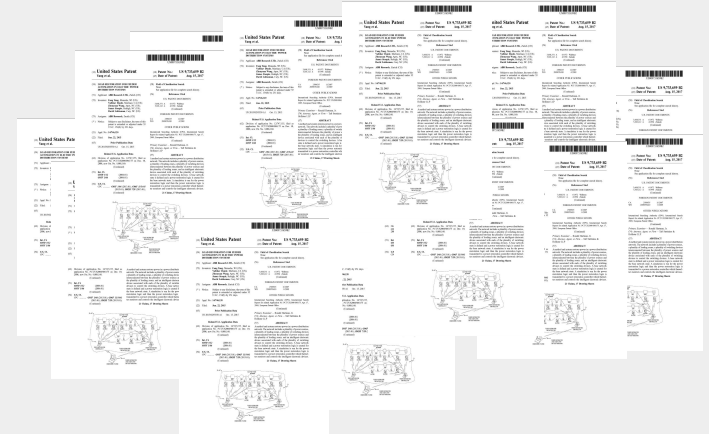
# Patents are not understandable

Complicated mix  
of technology & law

Over 4 million patent  
applications per year

power network.

If, for example, load zone L2 and L6 are mainly air conditioning loads, and can vary between 100 A and 300 A in summer, the loadings of S1 and S2 are unbalanced. The utility is better off using SW5 and SW6 as tie switches in this summer time-frame (to keep comfortable reserving capacity S2, and to avoid excessive wearing of insulation at source transformer S1). The current tie switch assignment (SW3 and SW5) may then be used in winter time. Thus, the user may define unique network states, one ("SW6, SW5 as tie") for summer and another ("SW3, SW5 as tie") for winter. This may be done via the network state and restoration logic definition tool 17 shown in FIG. 4. The network shown is the base network state "SW5, SW6 as tie" (the network shown in FIG. 1 corresponds to base network state "SW3, SW5 as tie"). When a new base network state is defined, the network validation principles discussed above may be applied to each defined base network state.



To most companies

IP is like a  
black box

## Their IP data often contains

- **Unclear** information about patents
- **Complicated** and **subjective** gut feelings
- **Slow** and **inefficient** evaluation processes



# **Are your patents worth the money?**

What is in your IP portfolio?

How innovative are your patents?

How well protected are your patents?

# Understandable IP evaluations for decision makers





# Executive Summary

## Are the patents future proof?

The GoodIP AI compared the patents to thousands of high value patents and determined if they are future proof. Taken together, the patents are:



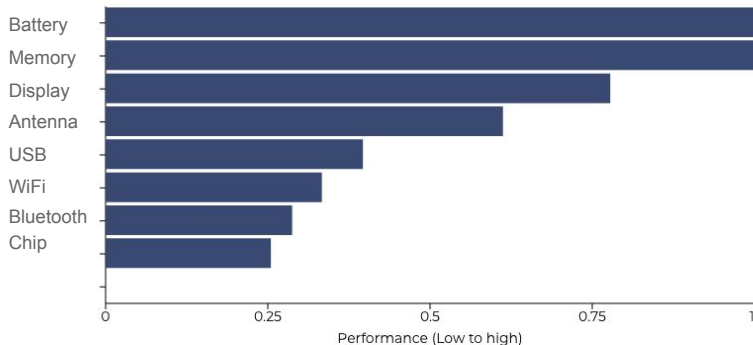
## Total IP investment

We estimated the past and future IP investment for the patents taking into account patent office fees and average patent attorney fees:

€ 43.0M

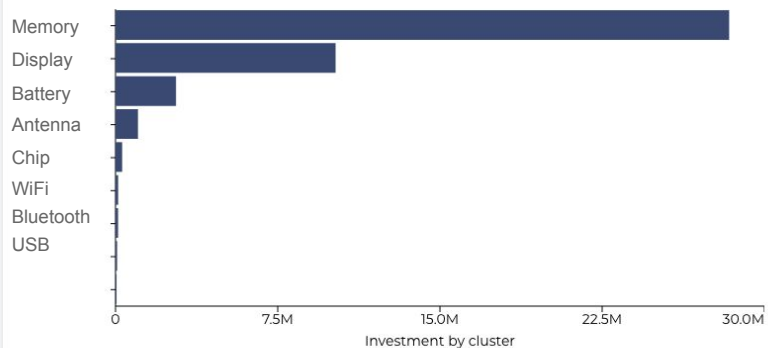
## IP performance per cluster

We identified key areas that the patents protect. The IP performance of these clusters are:



## IP investment per cluster

We estimated the past and future IP investment per key area taking into account patent office fees and average patent attorney fees:





## Overview

### Number of patents

The GoodIP analyzed the patents on basis of 87 proprietary data sources, over 400 value drivers and 1.5 billion data points.

1674

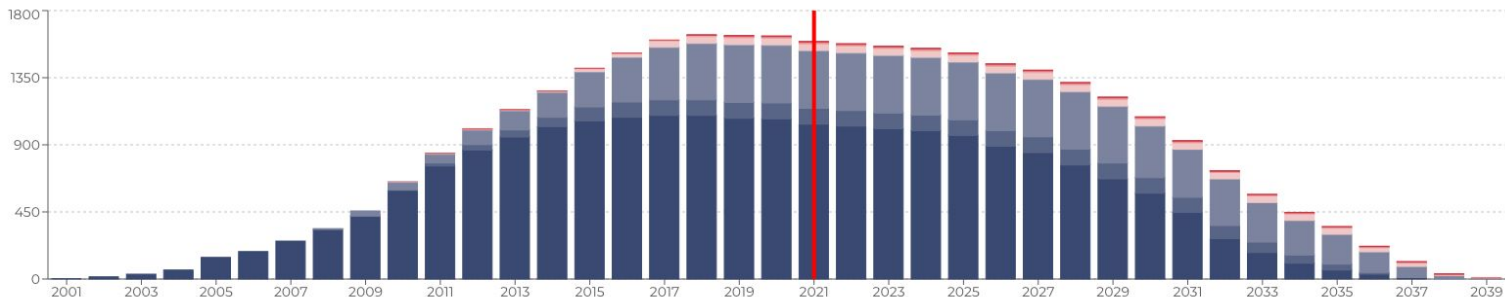
### Number of clusters

We identified clusters that the patents protect.

9

### Clusters over time

The patents were filed in the key areas over time. The development of the start dates per key area is based on the priority date of each patent.





## Performance



### Innovative

This AI model predicts whether a patent is innovative compared to similar patents in the same or related technology fields. In consequence, the patent might be used by others. The GoodIP AI compares the patent to over 80,000 licensed patents.



### Early

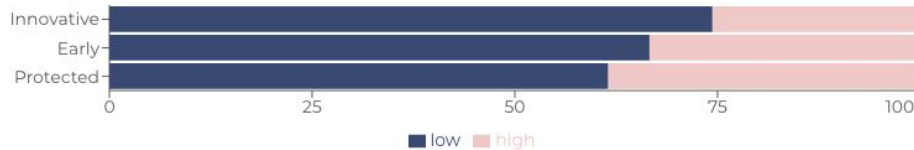
This AI model predicts whether a patent is early in the applicable technology life cycle. The GoodIP AI compares the patent to over 100,000 proven new patents.



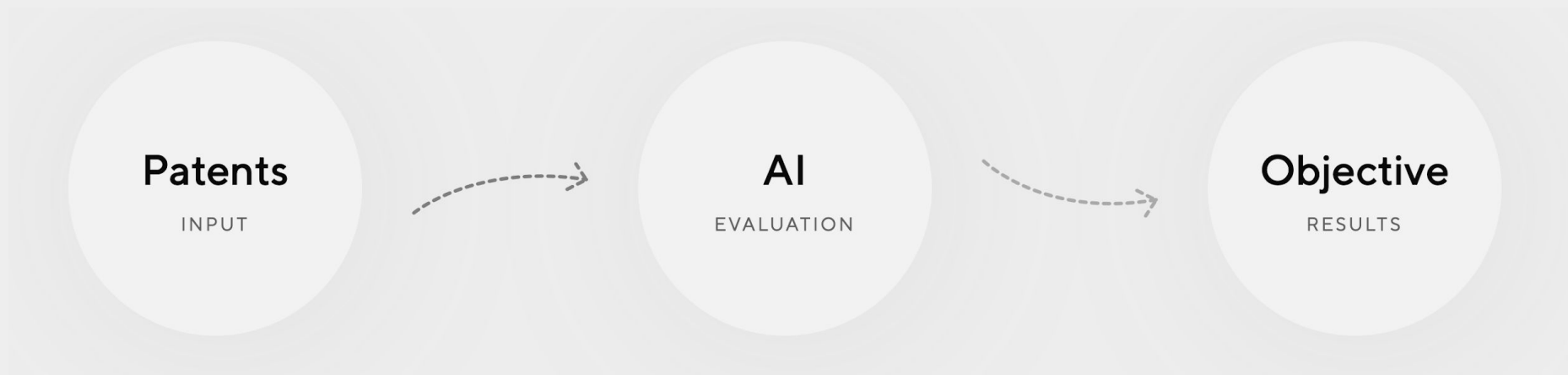
### Protectable

This AI model predicts whether a patent is well protected (e.g., not easy to circumvent). The GoodIP AI compares the patent to over 40,000 patents that we asserted in litigation.

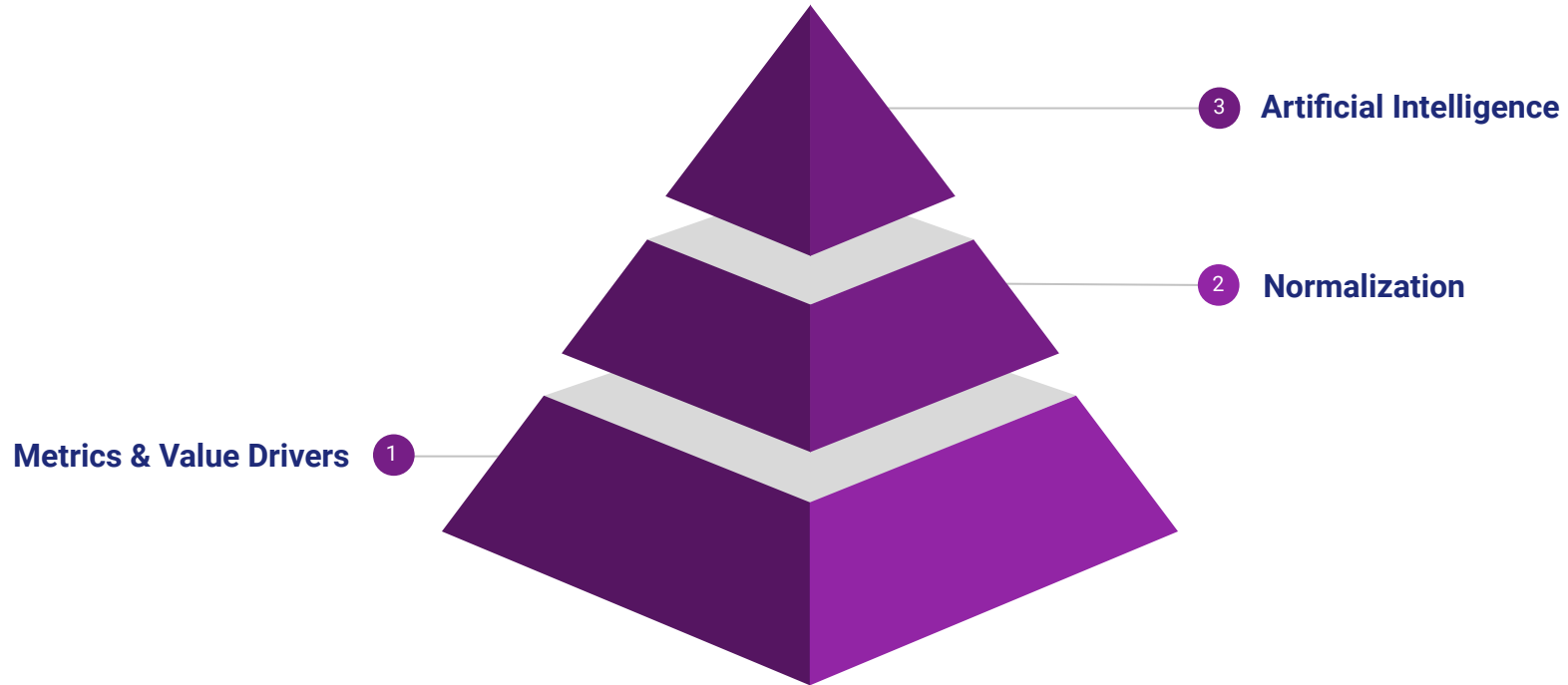
## Model results



# How it works



# How it works





# How companies use GoodIP

Competitor Analysis

Future Proof  
Analysis

IP Benchmark

M&A

Licensing

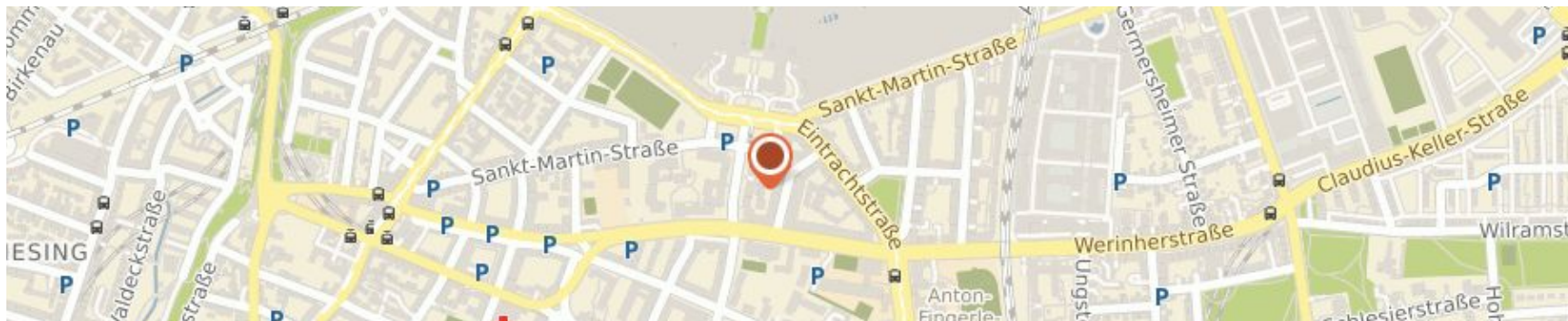
Litigation  
Preparation

# We enable you to

- Track your IP success
- Align business & IP strategy
- Recognize weak areas within your IP
- Benchmark your competitors
- Combine financial and IP perspective

→ **Get the best out of your IP portfolio**

# Contact Us



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