**COMPETITOR MAPPING**

**Understanding**

Whether your business is now on top of the world or making progress toward that goal, you are aware that a rival is never far behind.

It's possible that you already know who that rival is, or it could be that a total stranger is getting set to upend your market. You have two options: keep going without knowing how close your rival is to passing you, or employ competitor mapping to gather competitive intelligence

Multiple aspects of competitors in your line of business are covered by a competitive analysis or competitor mapping.

In other words, it refers to a methodical process based on the advantages, disadvantages, and future plans of competitors' IP strategies. This information will help you evaluate your own organization's position in relation to other competitors in the market.

Additionally, competitor mapping gives IP data to create a strategy plan for future growth and identifies industry dangers and possibilities.

When evaluated, competitor mapping offers insight into:

* The technological innovations used by rivals
* The extent to which your competitors' IP is protected Technology areas that aren't patented, protected, or developed
* Risk factors for your goods and/or services to violate the intellectual property rights of others
* The degree to which the technologies are created and/or revealed in the intellectual property of competitors
* The effectiveness and appropriateness of your patent strategy
* the strength of your IP portfolio in comparison to that of your competitors
* Your IP portfolio's advantages, disadvantages, and/or development opportunities
* IP portfolio strengths and/or weaknesses of your competitors
* IP rights violations by rivals and/or other third parties
* IP licencing and revenue possibilities
* Cross-licensing possibilities for IP
* Other related business, market, and IP insights and knowledge

**Methodology**

Following are the main question our analysts keep in mind while formulating a methodology of competitor mapping:

* What are the main tactics used by your rivals?
* What technological advantages do your rivals have?
* What areas of research and development are your rivals spending money on?
* We offer responses to these queries through competitor mapping.

It is possible to make insightful conclusions about the market strategies, research areas, and technological advancements of organisations under study through the examination of patents and the assessment of quality indicators.

To investigate how applicants are expanding their IP, competitor mapping can be organised or carried out in terms of a competitor or a product/domain:

* Competitor-based CM concentrates on a specific competitor's technological development, mergers and acquisitions, and marketed products.
* Domain- or product-based CM contains information on the top rivals in the domain or product, the various technologies used by competitors, and potential R&D areas for future developments.

In conclusion, CM plays a significant role in the IPR domain to support decisions related to market share maintenance and growth for a technology applicant, technology assessment, to obtain licencing, to track top competitors and their products, to solve technical problems, and to gather insightful data for future advancements.

**Experience**

Our team at Effectual services uses a set of techniques and processes to formulate a thorough competitor mapping report. The following are some of the key factors that are taken into account:

* Evaluating the various technologies that fall within a certain subject domain and further examining the key actors in each of these technologies.
* Being aware of which players are the main contributors to the key technology in concern.
* Comparing the strengths of your portfolio to those of your competitors;
* If it is highly relevant, analysing a specific competitor's portfolio.

There are several other factors that need to be taken into consideration while conducting a competitor mapping report. Let's use an illustration to better comprehend these issues.

An example with respect to a use of polycarbonate material in electric vehicle domain, some of the factors that are analyzed may include country specific competitors, location of R&D facility, demand for sales of equipment, IP data of the company and their other products, market presence in different countries, etc.

Sometimes competitor mapping report are also generated in combination with specific patent searches and landscape analysis, depending on the requirements of the client. Our team assesses the apt strategy to give the client the most comprehensive report based on their needs.

Our expertise comes into picture in collecting data through leading third party IP databases, understanding & analysing the importance of the data to plot out the most consolidated report. Therefore, choosing effectual for your competitor mapping will assure you a good overview of your competitors past, present and further steps in the industry. Analyzing your competitors step may benefit your company to take important decisions in the years to come.

**Case studies**

How would you learn about a new company about whom there is little to no online information? Neither Crunchbase nor Bloomberg will list it. Furthermore, the fact that they haven't yet appeared in the press does not excuse you from including it in your market research report.

Let's use a recent case study example where we were researching technologies and rivals for one of the largest reusable battery companies. Our goal was to support them in figuring out how to polycarbonate parts from their e-vehicle sector. So, our goal was to identify a start-up or newly established business operating in this field that may be a good fit for acquisition. But neither a website nor a major news outlet has reported it.

To get to the good stuff quickly, we discovered a company that was Ford, an American global conglomerate, as a strategic partner. If we hadn't added patent analytics and competition mapping to our market research, it would have been difficult to locate the fledgling company. We turned to this company's patent portfolio and discovered that all of its patents were submitted after 2019.As a result, we discovered a rival with a product domain comparable to that of our client that was operating successfully and for which more than 50 patents had been granted. It was beneficial for our client to be aware of a potential rival.