

## ***Identify your Innovation Cosmic Event Before it's too Late!***

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Varying “Events” drive different Innovation needs which in turn create different Innovation processes!

There are hundreds of “Events” that drive Innovation needs and each need requires different Innovation process solutions!

ipCapital Group has performed dozens of large innovation projects for Fortune 500 companies across the globe and in almost every sector of technology. After the last three years of projects, we took a step back to look at the reasons why these large Fortune 500 companies have needed help with innovation. We created thirteen different examples of the reasons we heard for which we were engaged. These examples might surprise you, but most importantly, you may find yourself identifying with these examples and realizing that even though you are unique, you are not alone. Also, the key takeaway to us is almost every company is challenged with innovation the moment an unexpected event happens, which now appear to be happening with greater frequency. Don’t let these events become cosmic events that can literally destroy you.



As you take a look at these real-world cases of some of the largest companies in the world, it’s amazing how much each case varied with respect to its need for innovation; for instance (1) being surprised with a tidal wave of consumer change, or (2) not having the talent due to manpower reductions, or (3) a competitor acquires a Unicorn company that sets up fierce competition, or (4) the types innovations changed, moving from what was once a steady stream of incremental innovations to an immediate need for breakthrough innovations. Expertise in innovation in one case, such as the ability to create innovations for more breakthroughs, won’t help the companies that may need (1) invent-around innovations, or (2) help developing *Alice-proof* innovations, or (3) in situations where a new CEO walks into a vastly different and outdated innovation culture! Then there are innovations that must do with the need to deal with a company in one location (e.g., Asia) needing to innovate to supply products in another culture (e.g., USA). If you start to see these events are different, we find these events could have been predicted; for instance, we find there are companies that get stumped in innovation because the world is changing so fast, like (1) a large company not having expertise in “convergence technologies” (AI, blockchain), or (2) a large company had a “lock on a niche technology” which abruptly changed due to new competition, or (3) one company that had a large loss in a patent lawsuit caused an immediate need for an IP position for trading cards and to reduce settlement payouts.

Indeed, it appears the “types of innovations” needed are based upon the situation and there are, from these case studies likely hundreds of different events that create a dozen specific, but different, innovation methods. One thing is clear: the need for innovation programs that can deliver flexibility, high volume ideas, speed, quality, and relevance, as well as to be backed with a similar speed and the quality based patent program is needed.

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Below are thirteen examples of real-life situations in which we were engaged to help create hundreds of new ideas, and in almost all cases, immediate volume patent filings.

### ***1. The company did not have the resources to create new inventions and the resultant Intellectual Property (IP) quickly in new key areas!***

One large health and medical device company several years ago realized that there was a tidal wave of consumer level wearable health measurements devices with companion apps with real-time insights that were readily fed to the next level of medical data to doctors, insurance companies, etc. The wearables technology was so different than their existing technologies and speed was needed. The speed was needed in that there was recognition that even waiting to do acquisitions to add capability wouldn't happen and therefore this became a threat to their business. They needed a way to "get in the game quickly".

### ***2. The Company didn't have well-developed innovation programs!***

A new CEO to a large industrial company came from a previous high-tech company that had been recognized with well-developed and effective innovation programs. In the new industrial company, after a review, the CEO recognized that the company had outdated innovation methods. The new CEO found he just couldn't recreate what he was used to, and further, there was not the assurance that the same program he was used to would work. As a stop-gap measure, he needed quick innovations with the volume of new ideas and patents until he could get an updated process tested and installed.

### ***3. The Company did not enough inventive horsepower in each area!***

After a few business directions shifts and several manpower reductions, this large high-tech consumer device company found that it didn't have the talent in place to start innovating in a new lucrative technology direction while at the same time, it was struggling with business direction shifts it had made. The company needed a "stand in" go to innovation group that could, on a continuous basis, do market, product and technology research, provide hundreds of potential product ideas and quickly get IP in place, and do this until the business direction shifts could settle down.



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4. ***The company needed to get a significant IP position in a new space quickly (90 days) because a competitor just acquired a company with great IP in the direction they had been moving to.***

The CEO of a large multi-national Fortune 500 company woke up one day to read that their largest competitor just acquired a fast-growing “Unicorn company”, where the Unicorn company direction was “the brand” in the direction toward which the multi-national company was moving and expected to out-compete the unicorn company with its brand and sequenced innovations. Now that a large competitor had purchased a “Unicorn brand” the situation was difficult and the stock market reacted negatively. The CEO needed an immediate portfolio built, in front of the Unicorn, with hundreds of new ideas in the direction of the combined largest competitor and Unicorn.

5. ***The Fortune 500 company finally agrees with the research, that most Innovation studies suggest only 25% of internally generated ideas are useful for the business, especially beyond continuous improvement areas!***

This large company that had developed decades of innovations due to continuing improvements found itself in a problematic predicament with its customers, which started to move the significant



new business to other smaller, nimble companies. The problem with the large company was that they didn't see the shift of the “type of innovation” their customers needed until they started losing customers. This large company needed to change fast, but more than that, they needed hundreds of new ideas to fill the “vision” and “new directions” discussion with quarterly customer meetings. A continuous improvement innovation culture could not deliver this.

6. ***The company won't fund or implement the innovations coming out of the innovations group as the company doesn't seem to have the time (as it is dealing with day to day pressures) and is risk adverse.***

This large Fortune 500 multi-national materials company started innovation labs several years ago, hired new staff, invested in buildings, equipment, etc., and found that it couldn't ingest the new innovations of the new lab. Ironically, the company had started to reduce its headcount in the new lab and employees seeing the trend, started to leave. The company needed a way, without the cost burden of an innovation lab, to somehow utilize “virtualize innovation” to produce as many new ideas it could, without the overhead of a large team. This large Fortune 500 multi-national materials company needed a new business model for developing innovations.

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- 7. This company started to see that the sheer number of new products/service in the sector were ballooning and it appears no way to get ahead of it.**

A large Fortune 500 company sees that each time it pulls together expert teams to brainstorm, filter, and select novel ideas, that when the research for next stage innovations showed that almost all the novel ideas were found in the market. Worse yet, the Fortune 500 company found the founded ideas in the market had even more novel market-ready implementations. These new more novel implementations have started to enter the market from small startups and from Kickstarter type models (products) and worse, as recently as months earlier so the Fortune 500 company was in such a short cycle which appeared almost impossible to break. This Fortune 500 company needed to find a way to get as many new ideas ahead of the curve, with more novel innovations than their experts were creating, ideas that “startup mentalities” would create and develop.

- 8. The company needs much more novelty (out of the box) ideas to select from.**

This large entertainment company that creates entertainment devices for its customers needed to innovate using “convergence technologies” such as robotics, the blockchain, AI, etc., where they lacked expertise. The large entertainment company recognized it would be years before they could build the needed expertise, and they needed hundreds of new ideas to even convince management of the new possibilities and directions to get new expertise funded.

- 9. The company had an IP program that needs to get immediately bootstrapped as it needed immediate leverage in a major loss in litigation!**

This large multinational powerhouse Fortune 500 company lost, as a defendant, a major litigation and is liable to pay up to huge sums for settlement. Under board pressure, the IP director sees it needs to take many options, one of which is to generate forty to fifty patents, in the direction of the plaintiff, with the hope to have solid future trading cards to lower the balance of payments. This company needed an “innovation swat team” that was kept secretive and out of the company’s mainstream to develop an immediate, bootstrapped IP program.



- 10. The company found that Artificial Intelligence has been introduced into the domain, and worse, “Alice issues” were stopping many inventions of the company from being issued.**

This large Fortune 500 Software Company that supplies medical software recognized that Artificial Intelligence was permeating many solutions and recognized that internal capabilities to create AI-based inventions were poor, and further, that their success rate for winning software invention with the patent office was also poor, with most rejections coming from *Alice* rejections. This large Fortune 500 Software Company needed specific expertise (in this case, AI) for innovation and needed volumes of ideas to filter and needed very specific enablement assistance to get inventions filed. It also needed expertise in how to obtain “*Alice-proof*” patents.

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- 11. The company saw that a new broad sweeping technology is within years of going mainstream but has some many directions or options, many of which could be outside the company's core competencies!**

A large company in Asia became challenged with developing inventions that American consumers may want to use, in a new future consumer technology direction. The Asian company recognized that there was an ethnic-innovation challenge and required unique expertise for creating hundreds of new ideas, immediately, to start to design in new products and services.

- 12. *The company sees so much close competition it needs to "invent-around" itself to create optionality!***

This large “fast follower” consumer product company had tried to maintain a speed of innovation on its competition but found itself competing with another smaller fast follower. This large “fast follower” company needed specific innovation tools, such as invent-around. This large “fast follower” company needed hundreds of new ideas in specific ways to invent-around itself and own those invent-arounds by protecting them, with the desire to stop their own smaller “fast follower” competition.

- 13. *The company had a recent new advancement in the lab that needed immediate and strategic “application” innovations, but the core team is very busy!***

A large Fortune 500 medical company, which has a lock on a “niche technology area” recognized that it had been innovating for years without any knowledge of whether the innovations should have been protected. Given they were the leaders, there didn’t seem to be a need for patents. But now there was new competition from smaller players, and the “niche technology” was being replaced by their own new advancements in technology. The entire division appeared to be focused on the advanced technology capability, but they had no time to build out the many applications of the advanced technology, and worse, they did not have a culture of patenting. This company needed immediate innovations that could be implemented quickly and protected with patents.

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ipCapital Group, which is celebrating its 20<sup>th</sup> year in business, has taken its roots from the creation of the IBM Patent Factory to using its Invention Methodologies to now using its new **Virtualized Innovation Process**, supplying hundreds of ideas and enabling patents to deal with the innovation need for high volume ideas with speed, quality, and relevance with similar speed and quality patenting.