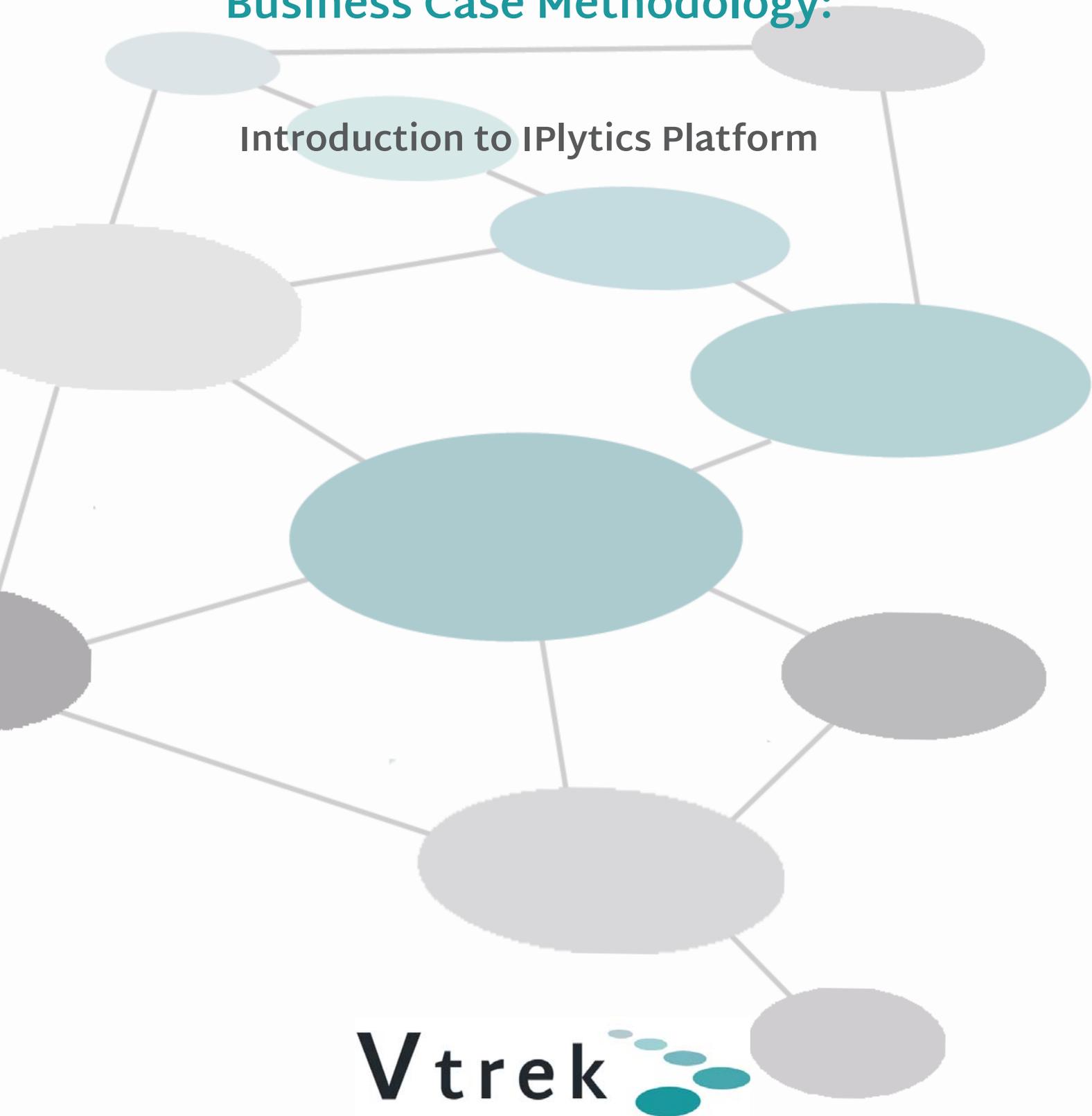


# Standards & Patents in Innovation Procurement Business Case Methodology:

Introduction to IPlytics Platform

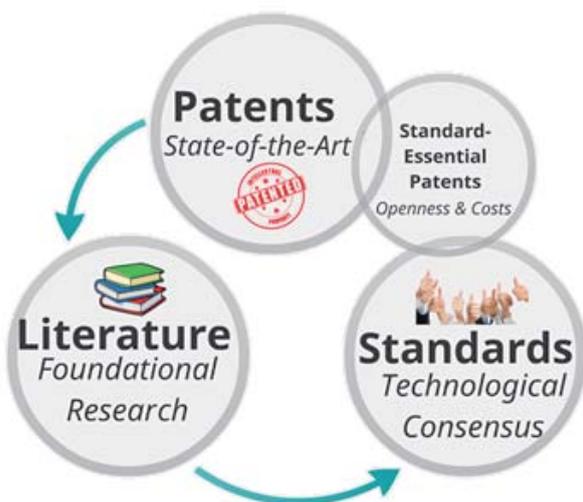
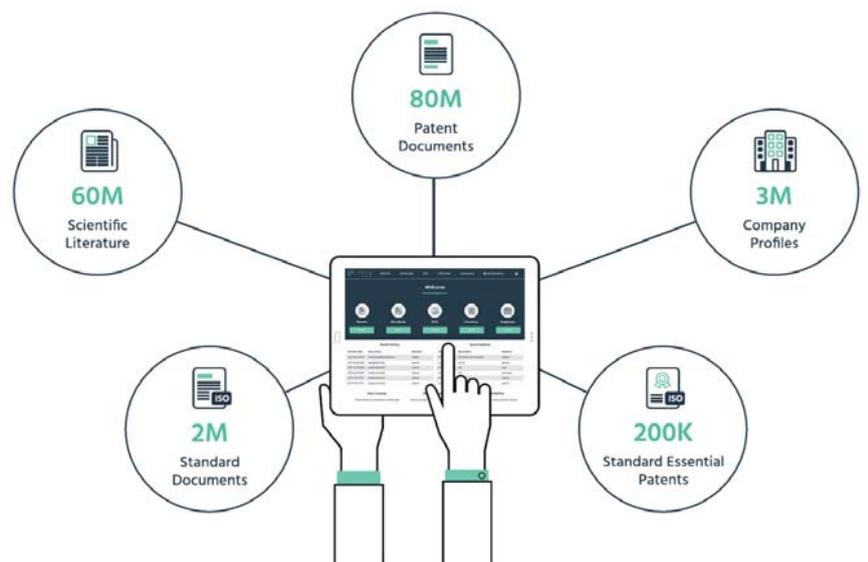


# Standards & Patents in Innovation Procurement Business Case Methodology:

## Introduction to IPlytics Platform

A sound business case is a must in making purchasing decisions using public funds. For purchasing innovations or R&D services (“[innovation procurement](#)”), or even off-the-shelf, a business case methodology brings expected costs, benefits, and risks to the forefront. Contracting authorities (CA’s) who apply this methodology at an early stage of project conceptualization can identify which trajectories have the highest value, and the findings can be written into tender documentation to capture innovation. Also valuable for public management, baseline calculations and key performance indicators (KPI’s) from the business case can be used throughout the project to monitor progress.

Understanding the [technology](#), [standards](#), and [market landscape](#) is central to the business case methodology. Namely, CA’s benefit from understanding the type, scope, breadth, content, and institutions associated with intellectual property rights (IPR), voluntary standards, and literature in the area of interest. Well before the market consultation, obtaining this valuable information is often time and resource intensive. The use of a search platform such as IPlytics<sup>1</sup> allows for even non-experts to quickly conduct in-depth analyses. Assistance with this platform is provided by Vtrek. Activities should be performed in two stages in particular: **before project approval**, and before **procurement**.



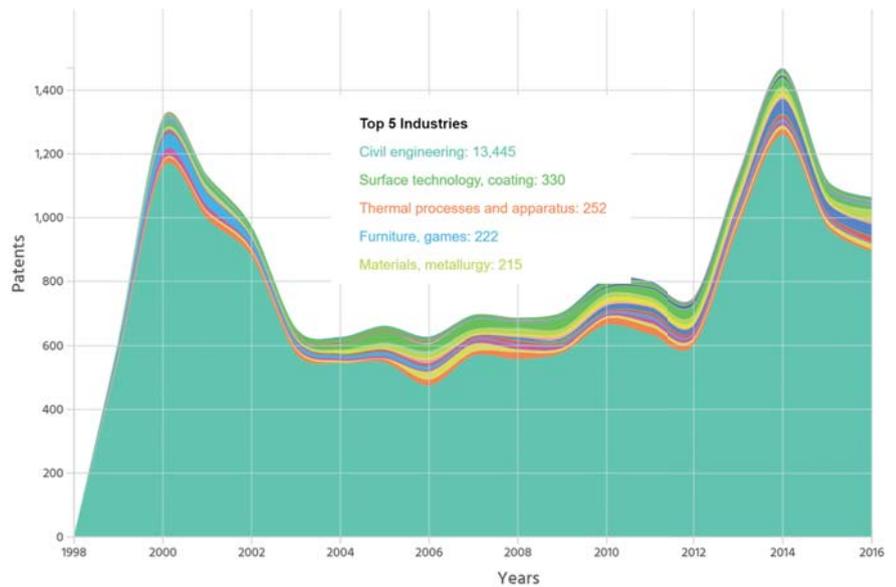
### Before project approval

For approval of an innovation procurement, CA’s must first identify the room for innovation and suggest the degree of novelty which can be achieved in a given solution space. The first step in this is to investigate which patents exist in the area of interest.

Especially if there is an absence of patents, the CA should investigate whether there is any published literature. The type of research institutes present can help to estimate the technology readiness level (TRL), as required for differentiation between a pre-commercial procurement (PCP) and public procurement of innovation (PPI).

<sup>1</sup> IPlytics is a Berlin-based software company offering a comprehensive online IP- and market intelligence tool. IPlytics provides a search and analytics platform connecting different IP related data sources making use of several innovation indicators based on academic research partnering with four universities worldwide.

Next, analyzing voluntary standards and standardization activities provides insight into the (changing) technological consensus in a given area. Standards provide a strong connection between existing and future technologies, whereas the presence of standardization activities can signify an area of changing consensus or even radical paradigm shifts.



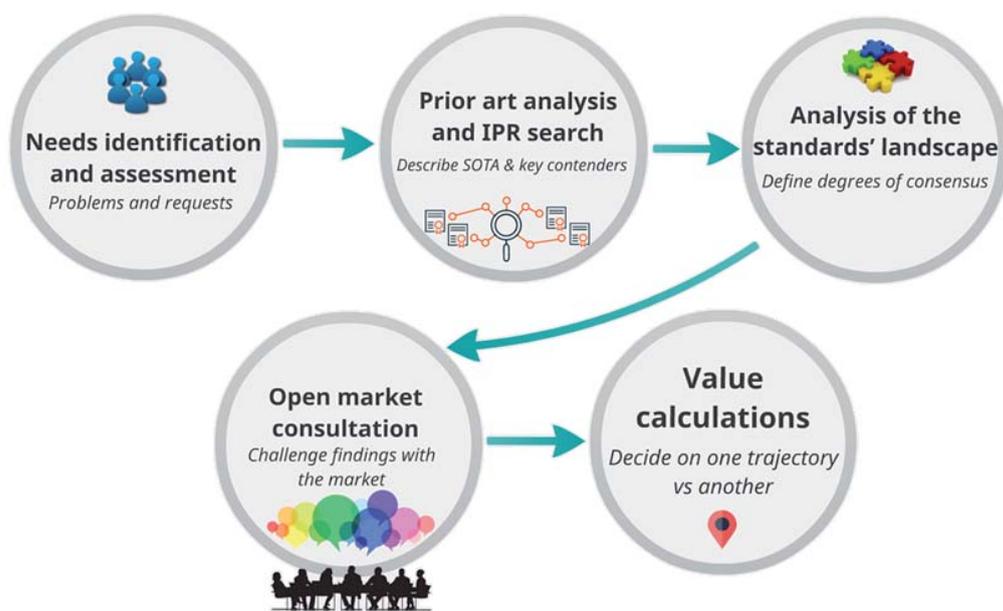
Patenting trends per industry in the construction sector

Critical information from this stage is whether the market entities already possess IPR that is needed to develop the desired innovative solution, and whether there are any relevant standard-essential patents (SEP's), as these influence openness and costs of the future solution.

### Before procurement

Once project approval has been granted, the CA can begin to create a business case. Using the Vtrek methodology, this consists of the 5 steps, as shown below. Together with a technical specialist, the CA can dive into the details of the patents and standards. The patents can substantiate the prior art analysis through specific features of innovations existing in the solution space. First insights into key contenders in the procurement can also be gained, like **who are potential suppliers** and **what are their strategies**. This is provided through not only patent owners' portfolios, but also indicators of their portfolio's technical relevance, market coverage, and cooperation, as made available by IPLYtics Platform.

The quality and relevance of R&D services delivered by suppliers is also improved by greater **supplier** awareness of the patent and standards landscape. IPLYtics Platform is therefore also applicable to suppliers willing to participate in a PCP to find out about existent patents, technologies (also outside of Europe) and/or competitors.



## Training & Search Functionality

Performing search functions requires carefully **matching** the search input with the problem at hand, and carefully **navigating** through the business case methodology. As a platform, IPlytics provides a custom query syntax for querying searches in the different databases, as well as advanced search functions such as fuzzy searches (for similar terms) and proximity matching (finding words within a specific distance).

Vtrek provides assistance to CA's at all levels (central, provincial, and municipal) according to procurement legislation and recognized concordance. Beyond concordance, Vtrek offers formal **training** to teach CA's how to apply the tool with respect to an innovation procurement process. For CA's not wishing to undertake these learning activities themselves, the search function and reporting can be conducted by Vtrek based on targeted input from the customer. As such, assistance is tailored to the needs of the client according to their goals and challenges along different phases of the procurement life cycle. Services support openness, accuracy, and due diligence to enhance innovation and sustainability in public services and in the private market.

The search and reporting services are performed in close collaboration with **Corvers Commercial and Legal Affairs** ('Corvers'). This ensures step-by-step compliance with the public procurement legislation, based in the eafip methodology.<sup>4</sup>

<sup>2</sup> <https://simap.ted.europa.eu/cpv>

<sup>3</sup> <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2008:074:0001:0375:EN:PDF>

<sup>4</sup> <http://eafip.eu/>



# Vtrek

Empowering procurement economics

Vtrek is an international network organization based in The Netherlands. It offers economic support for contracting authorities conducting innovation procurement, and advice grounded in research excellence.

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