



Highlighting future innovation opportunities via a landscape search

The client

A consultancy working on behalf of an automotive company.

Solution elements

RWS IP Research: Landscape search

The challenge

A US-based consultancy asked RWS to conduct a state-of-the-art non-patent literature search related to the topic of "Future Transportation" for purposes of innovation landscaping.

The client asked our researchers to capture non-patent literature describing "the movement of goods and people, including both infrastructure, vehicles, and business models" as it may exist five to 20 years from the time of the study.

The solution

RWS took the relevant questions provided by the consultant and presented them to the RWS Crowdbased community of 40,000 Researchers in 170+ countries, categorizing the broader topic into 11 separate interest areas, including:

- Vehicle types and applications that are emerging or are expected.
- Transportation Services that could be affected or supported by future transportation technology.
- Smart City Technology that supports or is supported by future transportation technology.
- Human Interaction and experience technology that supports or is supported by future transportation technology.
- Materials technology that support future transportation technology and more.

Additionally, RWS tailored the reward structure, awarding \$500 for each of the 11 categories, further incentivizing the community to engage the entirety of the study.

"Researchers responded in overwhelming fashion with more than 1,400 total references logged"

Key benefits for the client

- Enabled them to deliver a comprehensive and highly successful presentation to their client.

The results

At the conclusion of the three-week study, our community of Researchers responded in overwhelming fashion with more than 1,400 total references logged to AOP Connect™.

RWS delivered these references to the client, categorizing them into one or more of 30 categories corresponding to the client's patent analysis. These results, in turn, enabled our client to create a comprehensive presentation for the end client, advising them on the direction of the art and highlighting future innovation opportunities.

Key Data

- +1400 responses to the study.
- +90 Researchers qualified for the study.
- 51% of participating researchers with master's degrees or higher.
- 78% of participating researchers with bachelor's degrees or higher.
- Submissions were made in six different languages.
- Participating researchers were from 10 different countries.



About RWS IP Solutions

RWS is the world's leading expert in IP research, patent translations, foreign patent filing and database services.

For over 60 years, RWS has led the industry and helped more than 10,000 clients protect and enforce their IP rights around the world. We can help you:

- Ensure the highest quality patent translations
- Cut costs and save resources
- Simplify and streamline

About RWS IP Research

RWS has the largest pool of IP researchers in the world, combining a team of in-house subject matter experts with a Crowd of over 40,000 skilled researchers.

Our Crowd works on a highly cost-effective 'contest' pricing model. This means you could have dozens, even hundreds of researchers working for you, with complete budget confidence.

Every study is managed by our team of skilled research managers who, in addition to years of research experience, have advanced educational degrees.

For more information, [get in touch](#).

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