

The 4x4 Innovation Road Show

The twelve (12) most common Innovation
Strategies in one comprehensive picture each

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Public talk at IP Lawyer Tools on 12 July 2021

Common cases

- „Perfect!“
- „I have seen this working“
- “Stay away from this”
- “KPI-driven approach”

Early stages:

- “Yellow Alert!”
- “Red Alert!”

The 4x4 Matrix

	Idea	Conceptual Model	Prototype	Product V1.0
Research & Development	✓	✓	✓	✓
Freedom-to-Operate (FTO)	✓	✓	✓	✓
IP Protection	✓	✓	✓	✓
Market Validation	✓	✓	✓	✓
	A Sub-Total	B Sub-Total	C Sub-Total	D Sub-Total

Never happens in practice

Perfect!



<https://pixabay.com/da/photos/fr%c3%bchjahrsputz-tjeneste-2151818/>

The 4x4 Matrix

	Idea	Conceptual Model	Prototype	Product V1.0
Research & Development	✓	✓	✓	✓
Freedom-to-Operate (FTO)	✗	✓	✗	✓
IP Protection	✓	✗	✓	✓
Market Validation	✓	✓	✓	✓
	A Sub-Total	B Sub-Total	C Sub-Total	D Sub-Total

I have seen that working



(Stage-Gate does not want that)

The 4x4 Matrix

	Idea	Conceptual Model	Prototype	Product V1.0
Research & Development	✓	✓	✓	✓
Freedom-to-Operate (FTO)	✗	✗	✗	✓
IP Protection	✗	✗	✗	✓
Market Validation	✗	✗	✗	✓
	A Sub-Total	B Sub-Total	C Sub-Total	D Sub-Total

Stay away from this!

„Stage/Phase Gate“ in its original form

The 4x4 Matrix

	Idea	Conceptual Model	Prototype	Product V1.0
Research & Development	✓	✓		
Freedom-to-Operate (FTO)	✗	✗		
IP Protection	✗	✗		
Market Validation	✗	✗		
	A Sub-Total	B Sub-Total	C Sub-Total	D Sub-Total

Yellow alert!



The 4x4 Matrix

	Idea	Conceptual Model	Prototype	Product V1.0
Research & Development	✓	✓	✓	
Freedom-to-Operate (FTO)	✗	✗	✗	
IP Protection	✗	✗	✗	
Market Validation	✗	✗	✗	
	A Sub-Total	B Sub-Total	C Sub-Total	D Sub-Total

Red Alert!



The 4x4 Matrix

KPI-driven approach

	Idea	Conceptual Model	Prototype	Product V1.0
Research & Development	✓	✗	✗	✗
Freedom-to-Operate (FTO)	✗	✗	✗	✗
IP Protection	✓	✗	✗	✗
Market Validation	✗	✗	✗	✗
	A Sub-Total	B Sub-Total	C Sub-Total	D Sub-Total

*„resource-rich“
(model „deep pockets“)*

Special cases

- University Style
- University Style XL
- Patent Troll/Patent Attorney inventor
- SME with a perfect sales team but with an owner that can improve
- “Inventright/Inventhelp/etc.” Model I: early exit
- “Inventright/Inventhelp/etc.” Model II: late exit

The 4x4 Matrix

University style

	Idea	Conceptual Model	Prototype	Product V1.0
Research & Development	✓	✓		
Freedom-to-Operate (FTO)	✗	✗		
IP Protection	✗	✓		
Market Validation	✗	✗		
	A Sub-Total	B Sub-Total	C Sub-Total	D Sub-Total

Collaboration agreement done, or not

The 4x4 Matrix

	Idea	Conceptual Model	Prototype	Product V1.0
Research & Development	✓			
Freedom-to-Operate (FTO)	✗			
IP Protection	✓			
Market Validation	✗ ✓			
	A Sub-Total	B Sub-Total	C Sub-Total	D Sub-Total

license
agreement done

Inventright/
Inventhelp/etc.
Model I: early exit



The 4x4 Matrix

	Idea	Conceptual Model	Prototype	Product V1.0
Research & Development	✓	✓		
Freedom-to-Operate (FTO)	✗	✗		
IP Protection	✓	✗		
Market Validation	✗	✗ ✓		
	A Sub-Total	B Sub-Total	C Sub-Total	D Sub-Total

license
agreement done

Inventright/
Inventhelp/etc.
Model II: late exit



The 4x4 Matrix

	Idea	Conceptual Model	Prototype	Product V1.0
Research & Development	✓	✓	✓	
Freedom-to-Operate (FTO)	✗	✗	✗	
IP Protection	✗	✗	✓	
Market Validation	✗	✗	✗	
	A Sub-Total	B Sub-Total	C Sub-Total	D Sub-Total

University style XL

Collaboration agreement done, or not

The 4x4 Matrix

	Idea	Conceptual Model	Prototype	Product V1.0	
Research & Development	✓	✗	✗	✗	<div>Patent Troll/ Patent attorney inventor</div> <div>✓</div> <div>may or may not work</div>
Freedom-to-Operate (FTO)	✗	✗	✗	✗	
IP Protection	✓	✓	✓	✓	
Market Validation	✗	✗	✗	✗	
	A Sub-Total	B Sub-Total	C Sub-Total	D Sub-Total	

The 4x4 Matrix

	Idea	Conceptual Model	Prototype	Product V1.0
Research & Development	✓	✓	✓	✓
Freedom-to-Operate (FTO)	✗	✗	✗	
IP Protection	✗	✗	✗	
Market Validation	✓	✓	✓	
	A Sub-Total	B Sub-Total	C Sub-Total	D Sub-Total

SME with a perfect sales team but with an owner that can improve!



Contribution

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