# The 4x4 Innovation Road Show

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

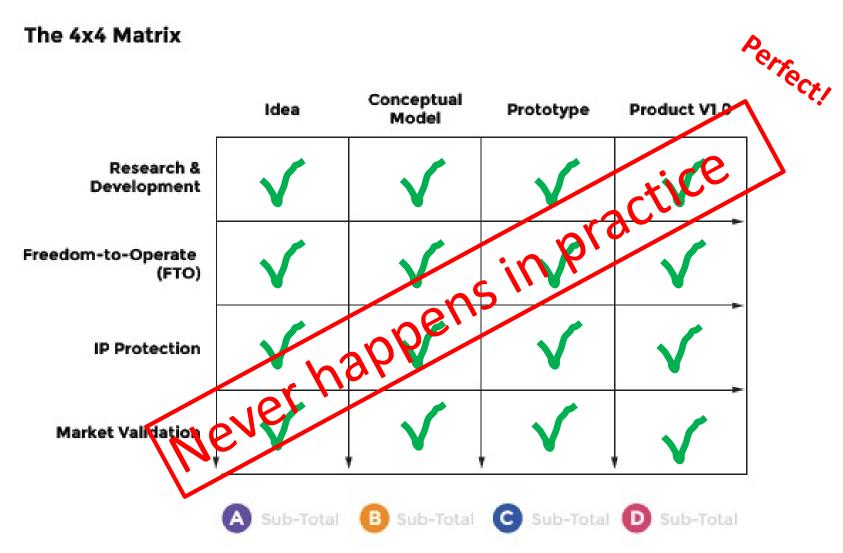
Martin Schweiger
Public talk at IP Lawyer Tools on 12 July 2021

## Common cases

- "Perfect!"
- "I have seen this working"
- "Stay away from this"
- "KPI-driven approach"

## Early stages:

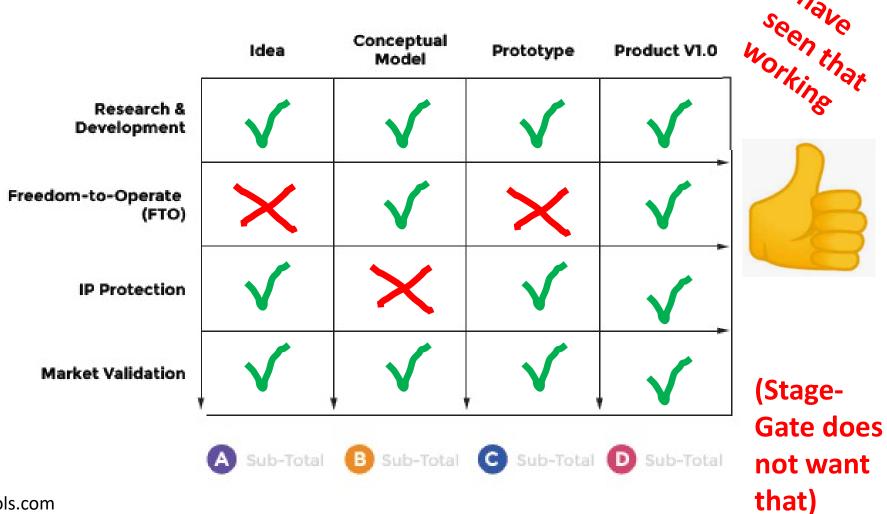
- "Yellow Alert!"
- "Red Alert!"



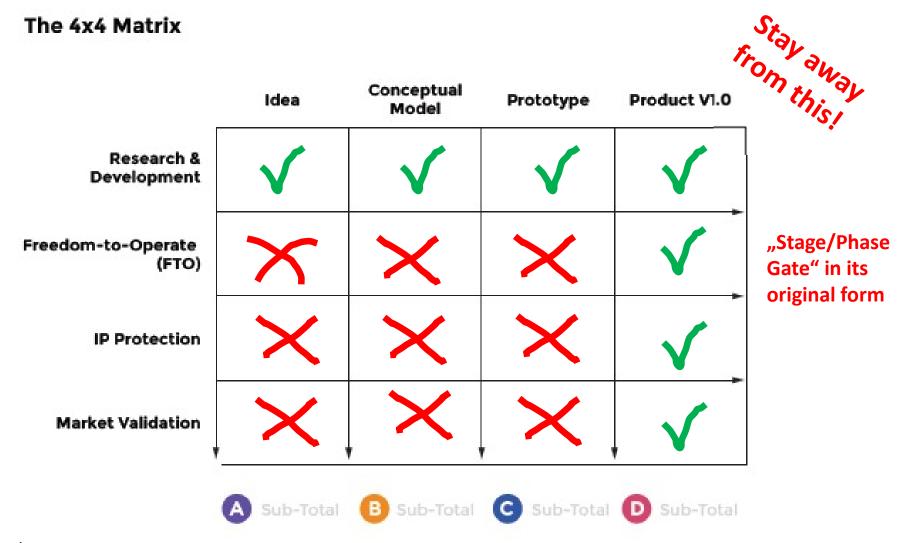


https://pixabay.com/da/photos/fr%c3%bchjahrsputz-tjeneste-2151818/

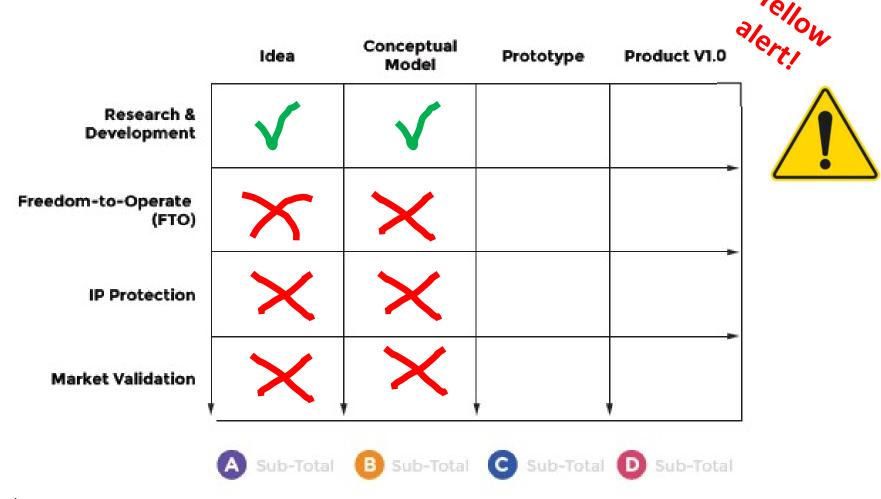
The 4x4 Matrix



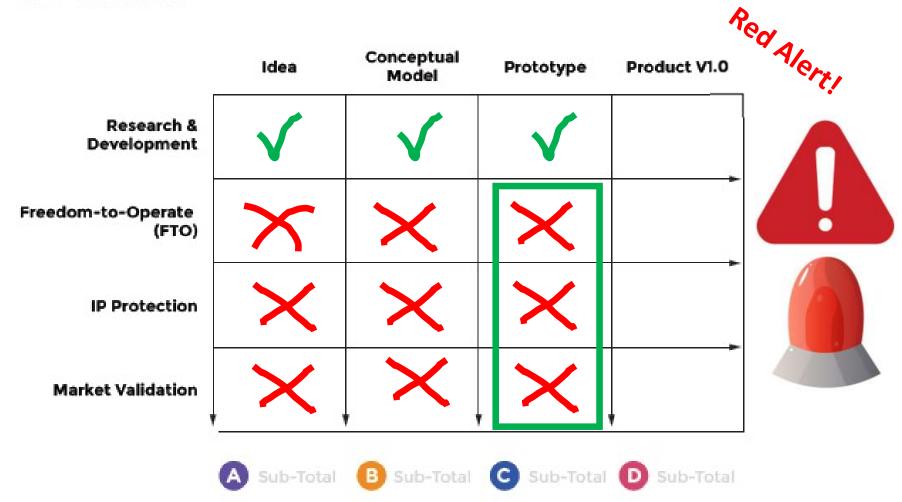
#### The 4x4 Matrix



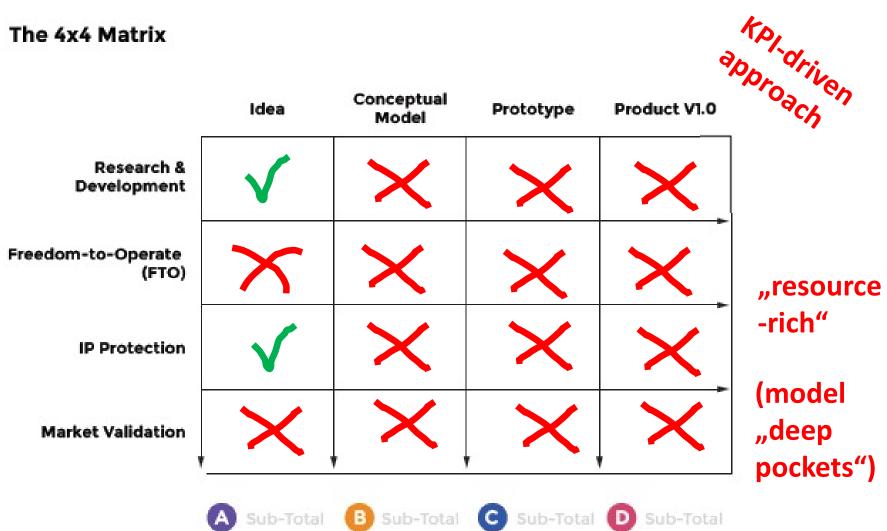
The 4x4 Matrix



The 4x4 Matrix

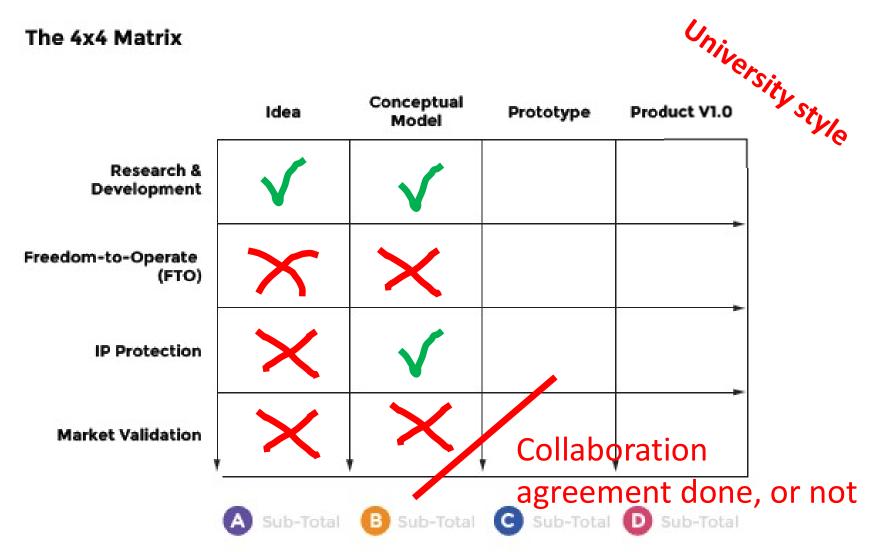


#### The 4x4 Matrix

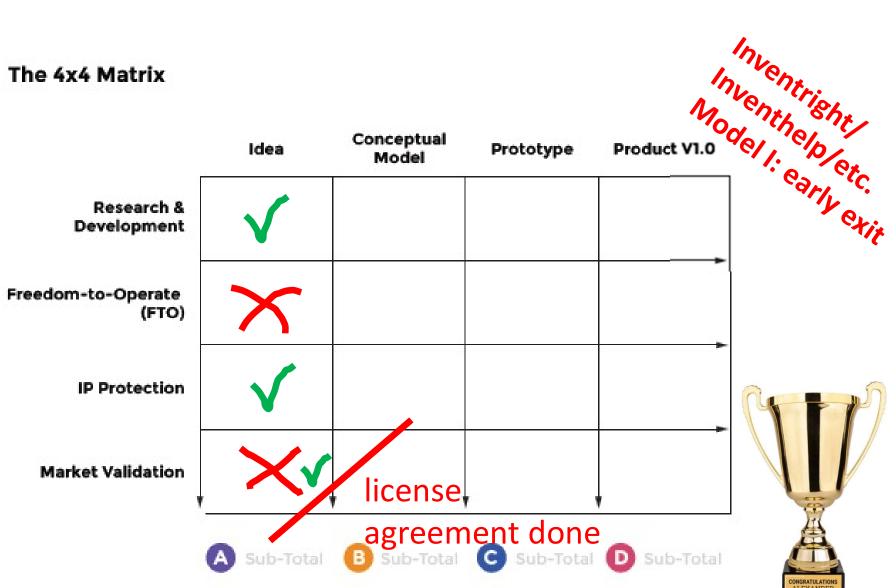


# Special cases

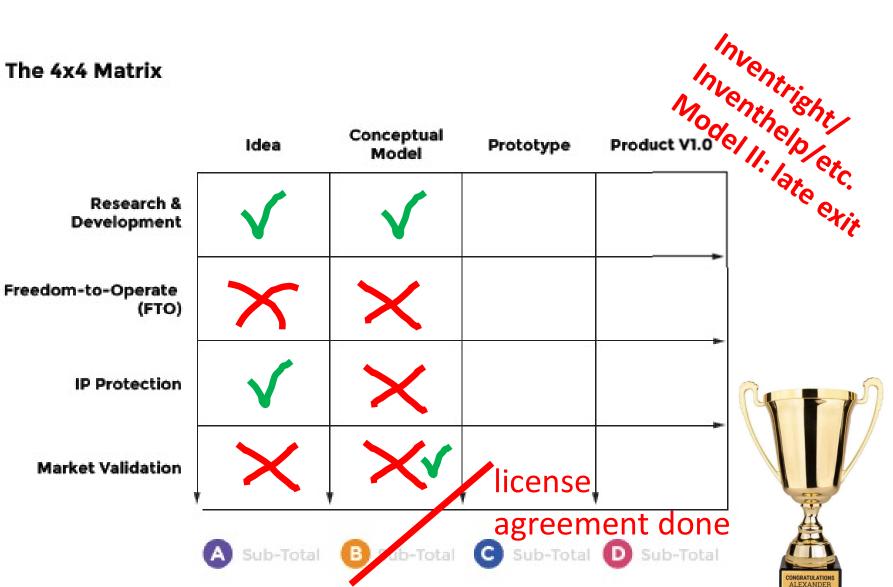
- University Style
- University Style XL
- Patent Troll/Patent Attorney inventor
- SME with a perfect sales team but with an owner that can improve
- "Inventright/Inventhelp/etc." Model I: early exit
- "Inventright/Inventhelp/etc." Model II: late exit

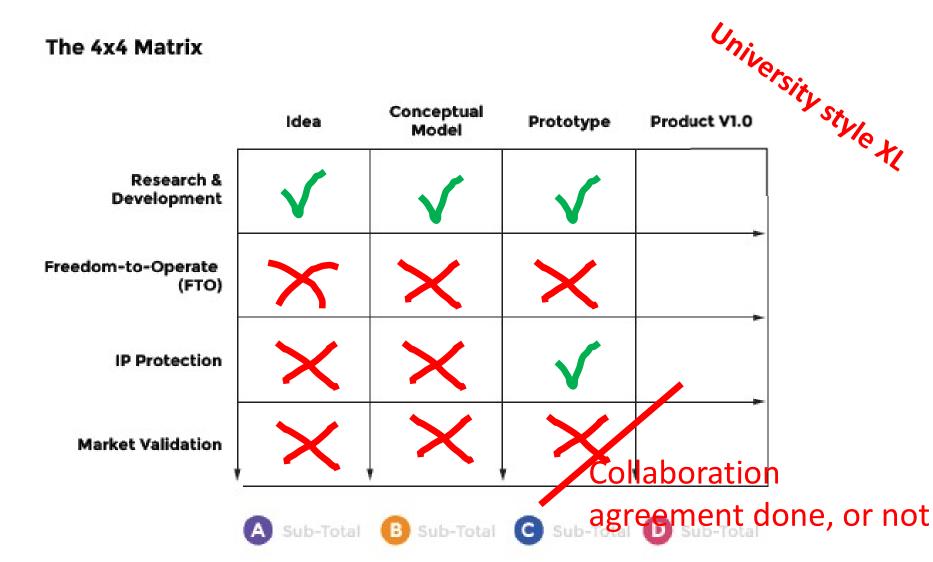


The 4x4 Matrix

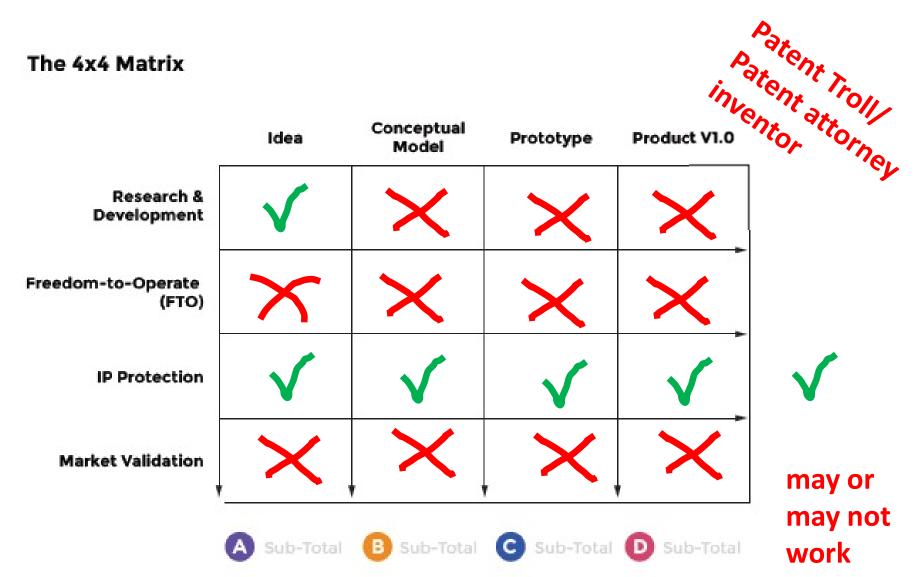


The 4x4 Matrix





#### The 4x4 Matrix



# Product VI. When but With a can The 4x4 Matrix Conceptual Idea **Prototype** Model Research & Development Freedom-to-Operate (FTO) **IP Protection Market Validation**

Sub-Total B Sub-Total C Sub-Total D Sub-Total

## Contribution

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