

Focused landscape

Landscaping IP relevant to carbon dioxide (CO₂) to Hydrocarbons

Client overview

Strategic Allies Ltd (SAL) were working with a UK based start-up with expertise in, and proprietary technology for, the conversion of carbon dioxide (CO₂) to valuable hydrocarbons. There was a need to better understand the competitive landscape within which the company operate, to understand the current key players in the space and their relevant technology, identify any possible new entrants to the market, and detect any novel, disruptive technologies which could have an impact on the market in the future. The client therefore asked SAL to landscape relevant intellectual property (IP) for the conversion of CO₂ to hydrocarbon end products (C1+). Due to the urgency of this piece of work, the entire search was to be conducted and findings delivered to the client within 4 weeks to meet internal deadlines.



The search

SAL worked closely with the client to define the search space, and refine the search strategy to ensure patents analysed during the project were highly relevant. SAL used a combination of approaches to identify key patents (assignee names, international patent classification (IPC) codes, and keywords). Once the dataset had been compiled, SAL

conducted an analysis of the identified patents in order to address the following key questions:

1. Who are the key players in the field (i.e. what is the competitive landscape)?
2. What specific technologies / processes are described within the identified patents?
3. What are the end products described by the patents?
4. Where are the geographical hotspots of activity – i.e. which countries / regions are dominating?
5. How is the overall level of activity changing over time (i.e., is this an area of growth)?

All findings were summarised in a report and presented to the client within the specified 4 week timeline.

Outcome

In total SAL identified and analysed in excess of **1,200 patents** to help the client **define their competitive landscape** and gain oversight of possible future disruptive technologies. SAL worked collaboratively with the client to ensure the relevancy and value of findings.

The results were shared with the company's board of directors and used to help define future company strategy.

"I really appreciate the work, it's really nice to have this level of analysis"

"I like working with [SAL], we really work together as a team"