

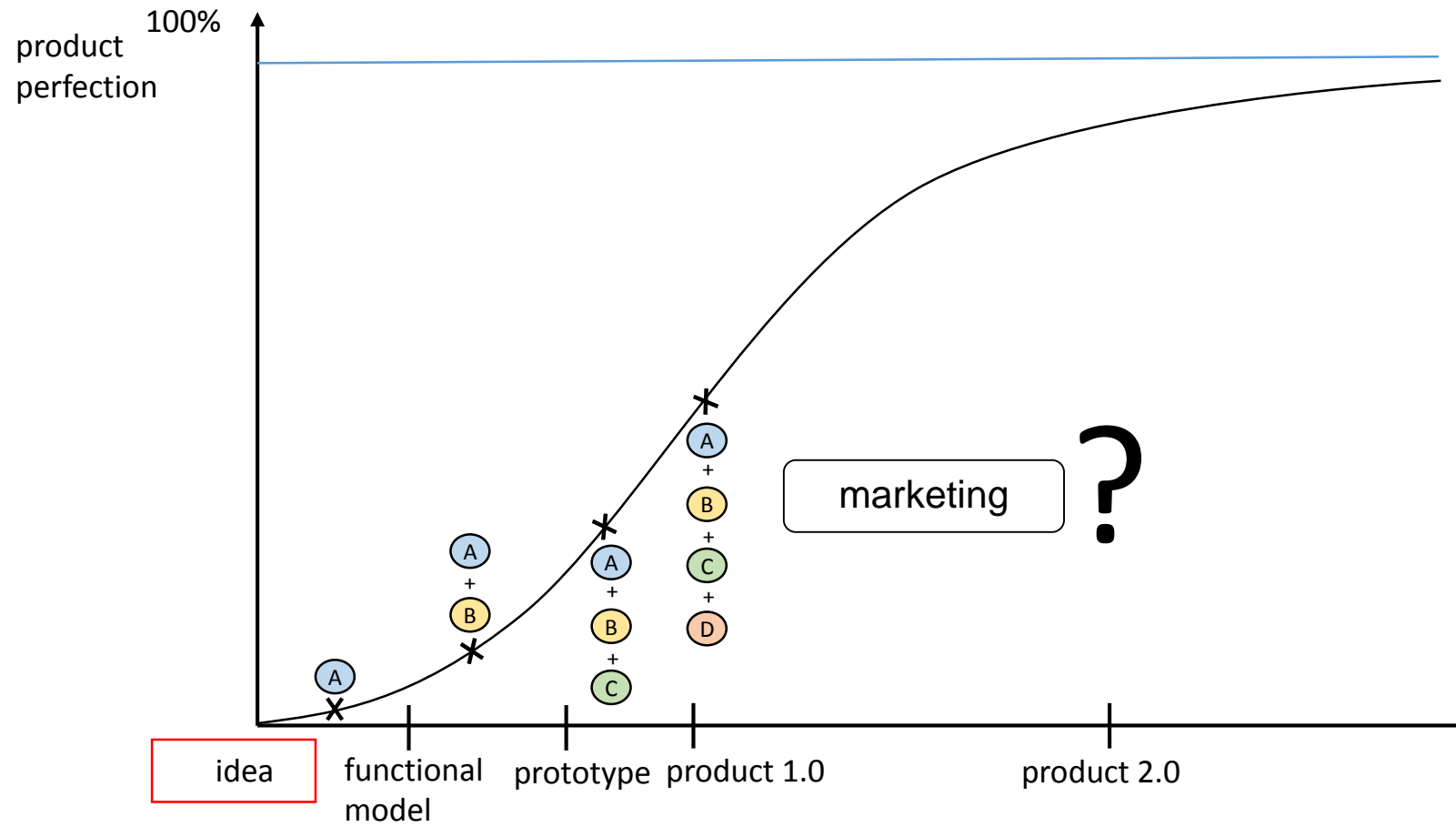
# Patent Strategy 10

Patents meet Marketing - How does the Patent Strategy according to lesson #3 match with a successful product development cycle?

## RECAP

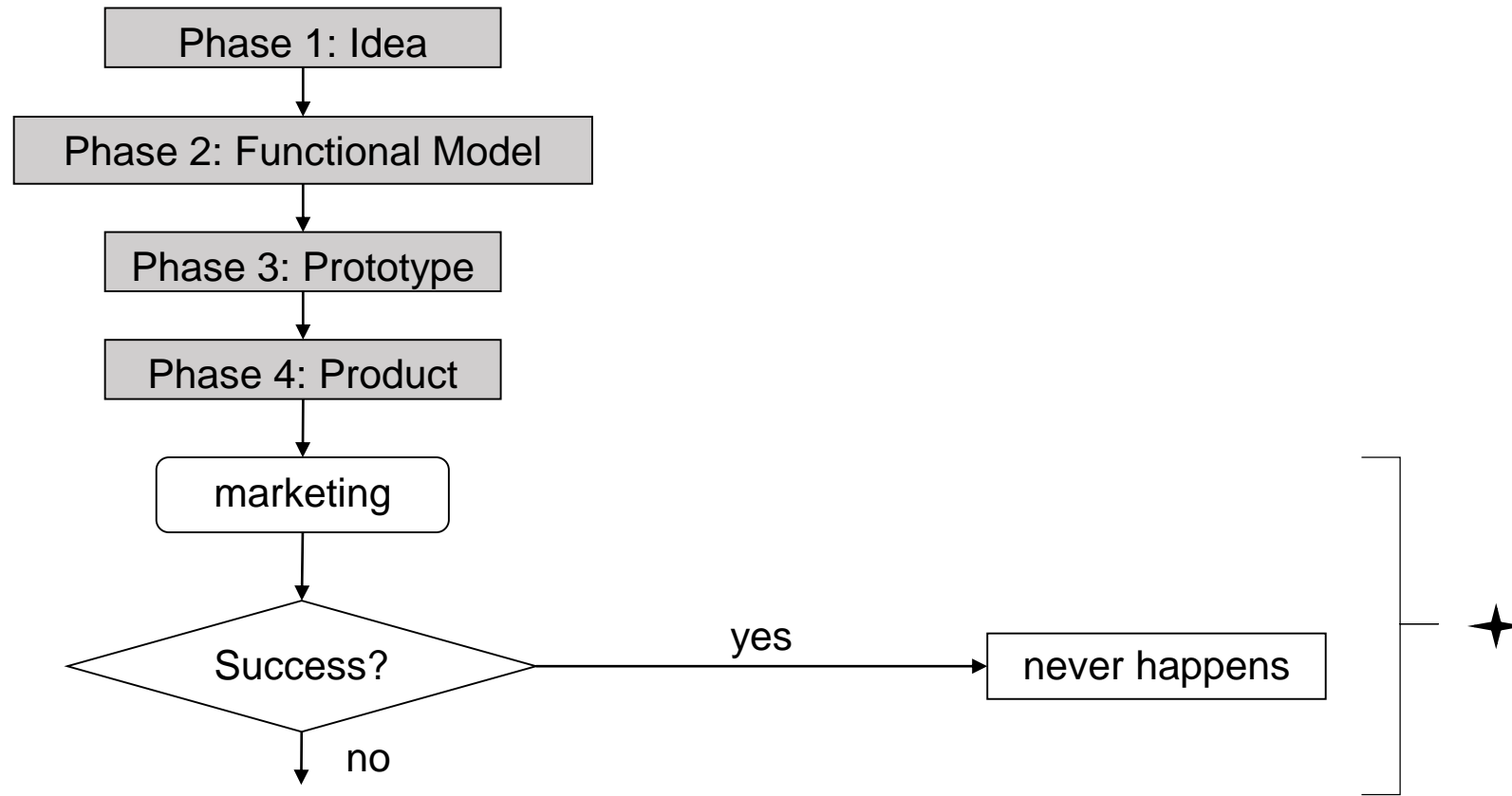
How is R&D typically done?

## Typical R&D evolution

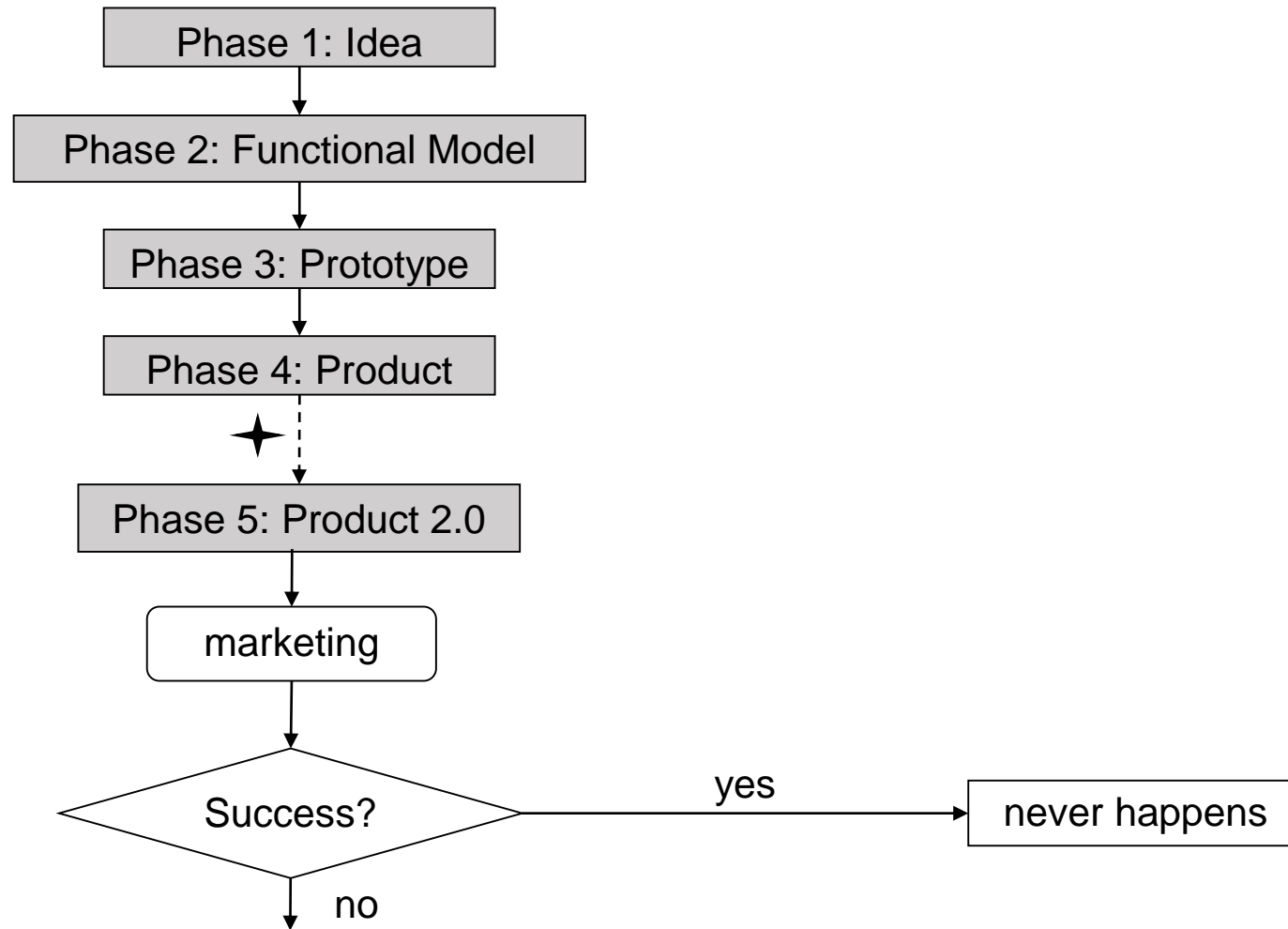


How does this look like in practise?

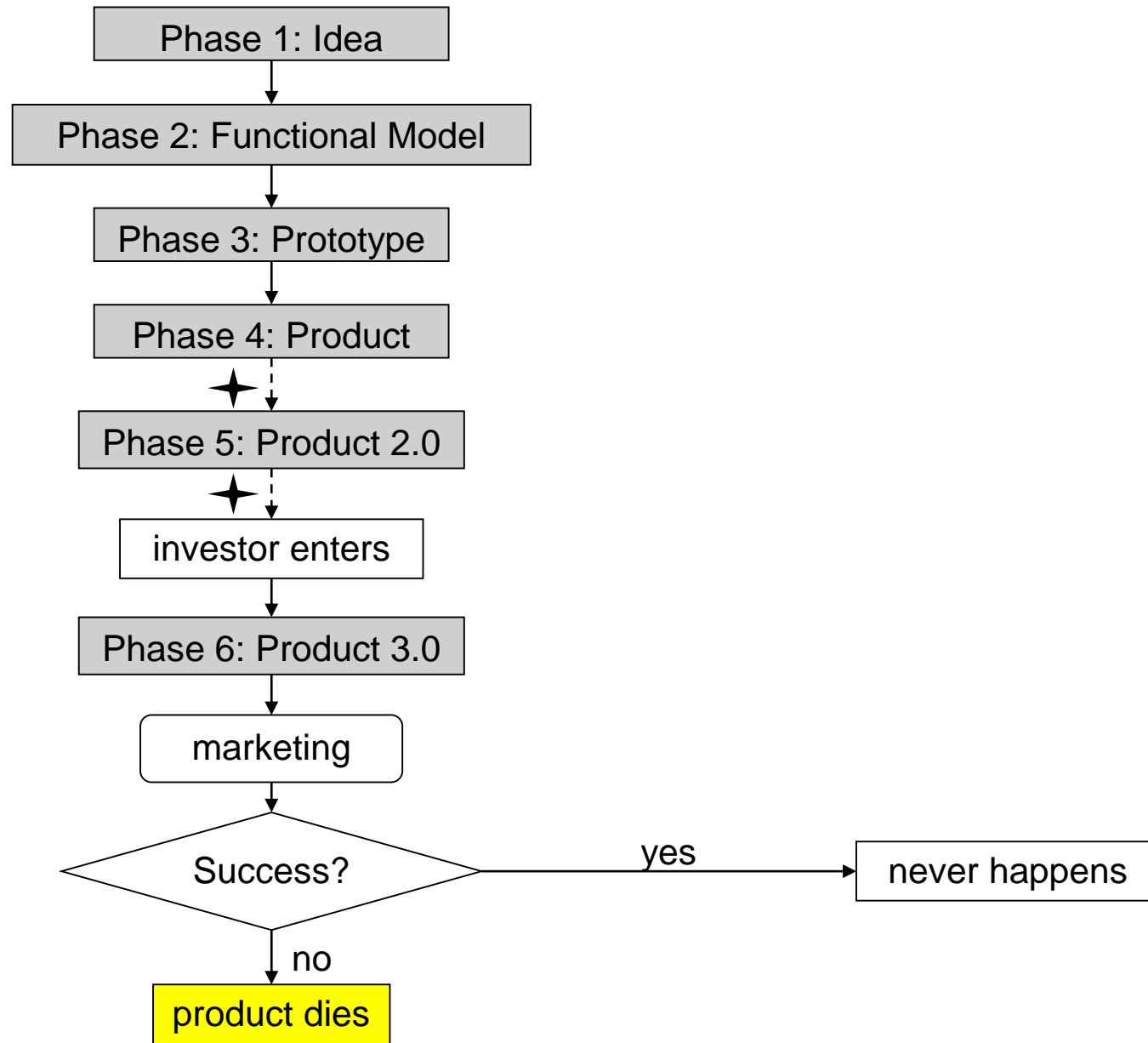
## Typical product development and marketing cycle (phase 1-4 of 6)



## Typical product development and marketing cycle (phase 5 of 6)



## Typical product development and marketing cycle (phase 6 of 6)



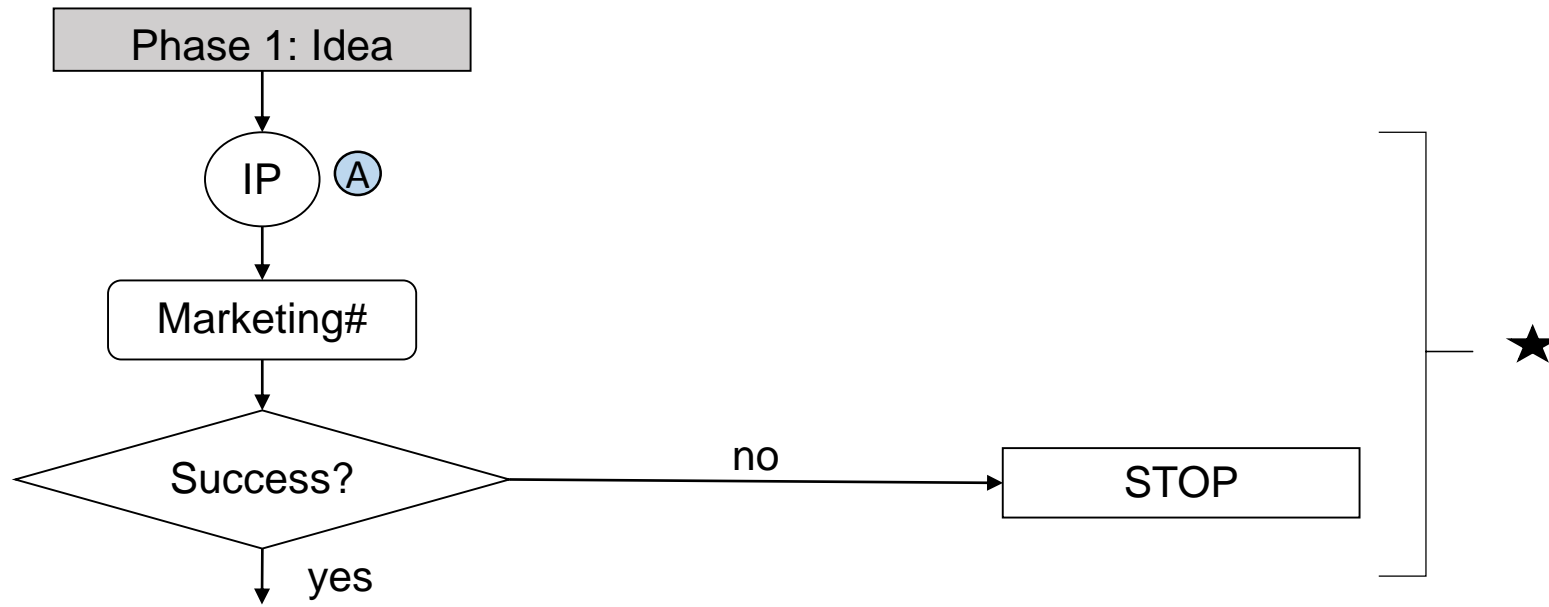
# How can we improve this?

Start with Marketing at an early stage of the product development.

Right after conceiving the product idea and way before having a product!

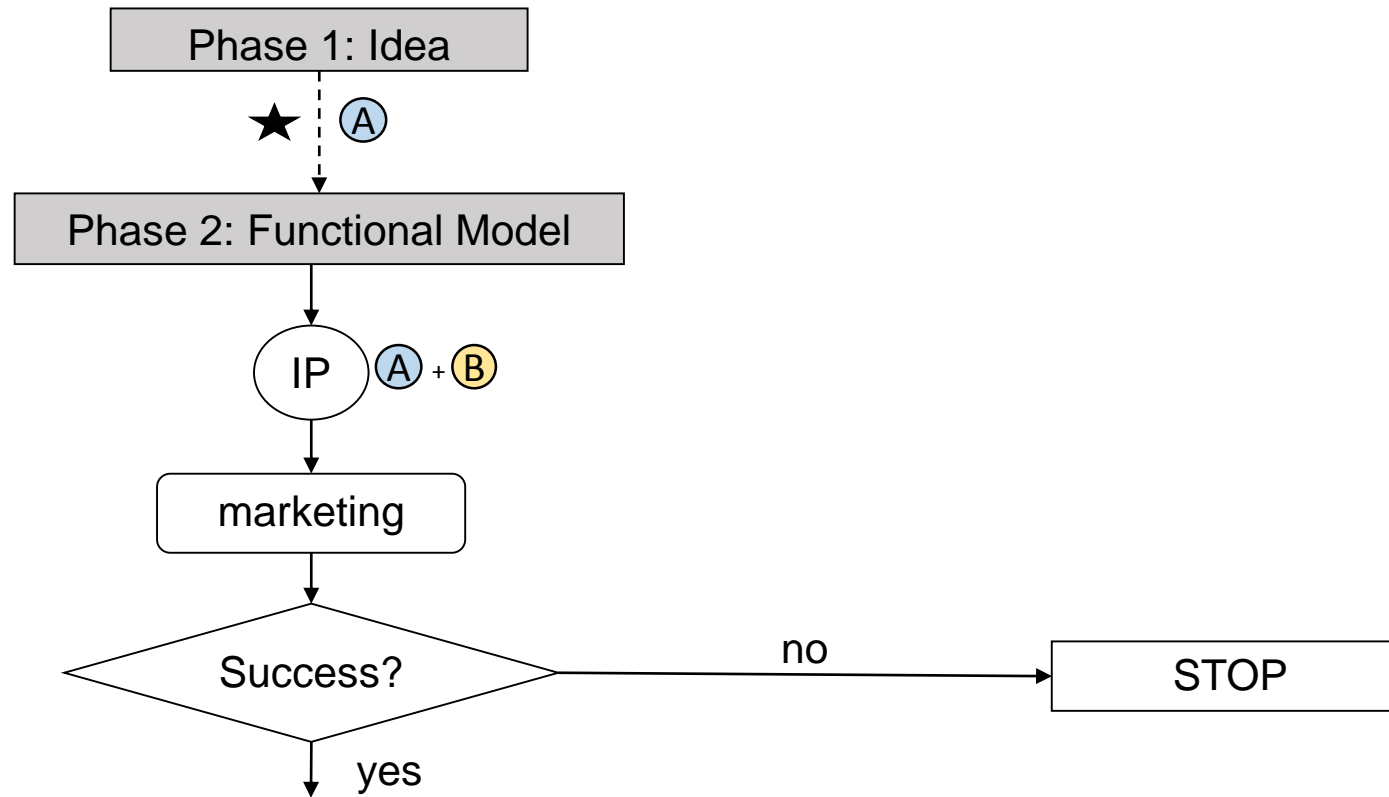


How does the Patent Strategy #3 match with a typical product development cycle (phase 1 of 4)

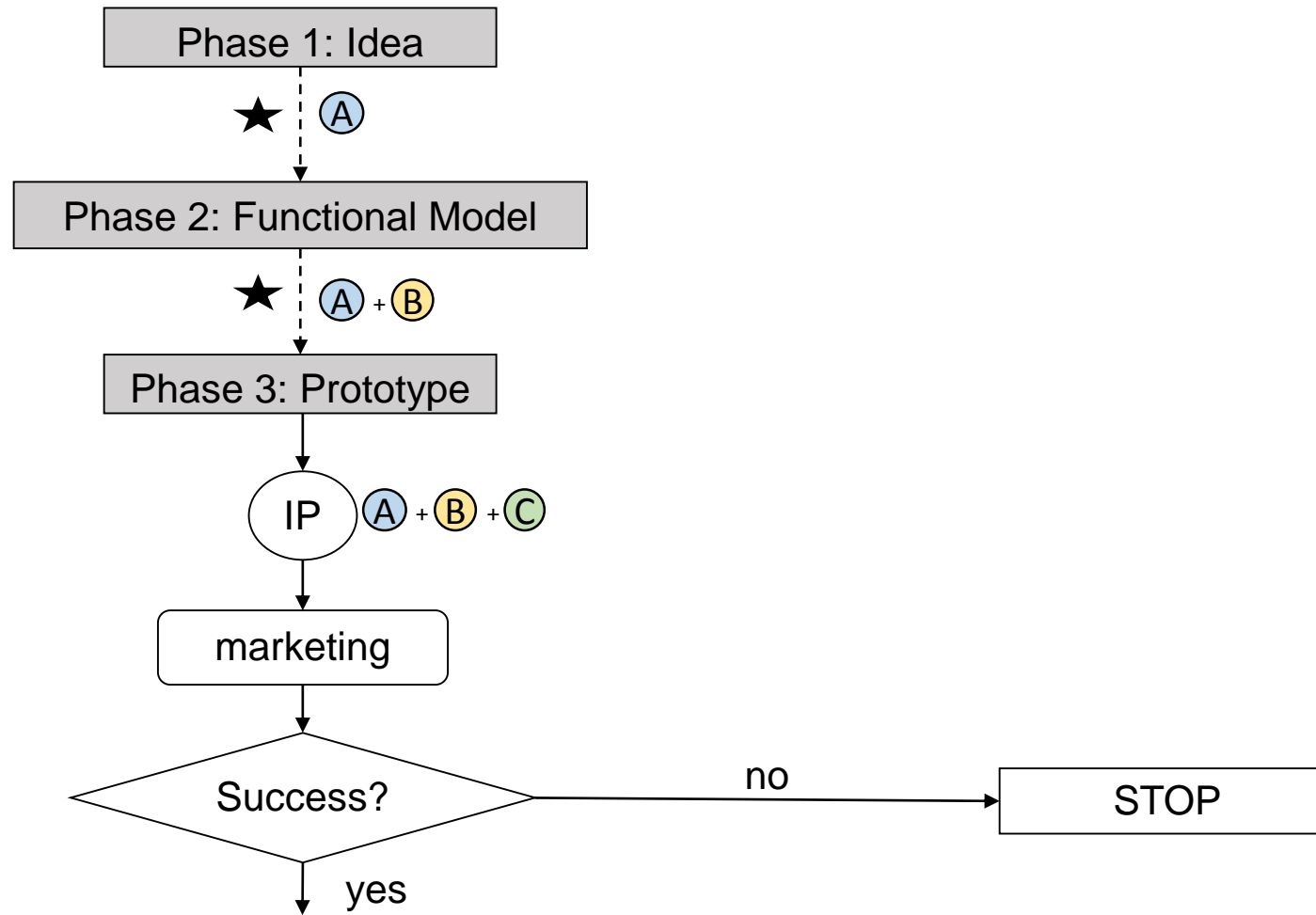


# = use NDAs and Common Sense  
where appropriate

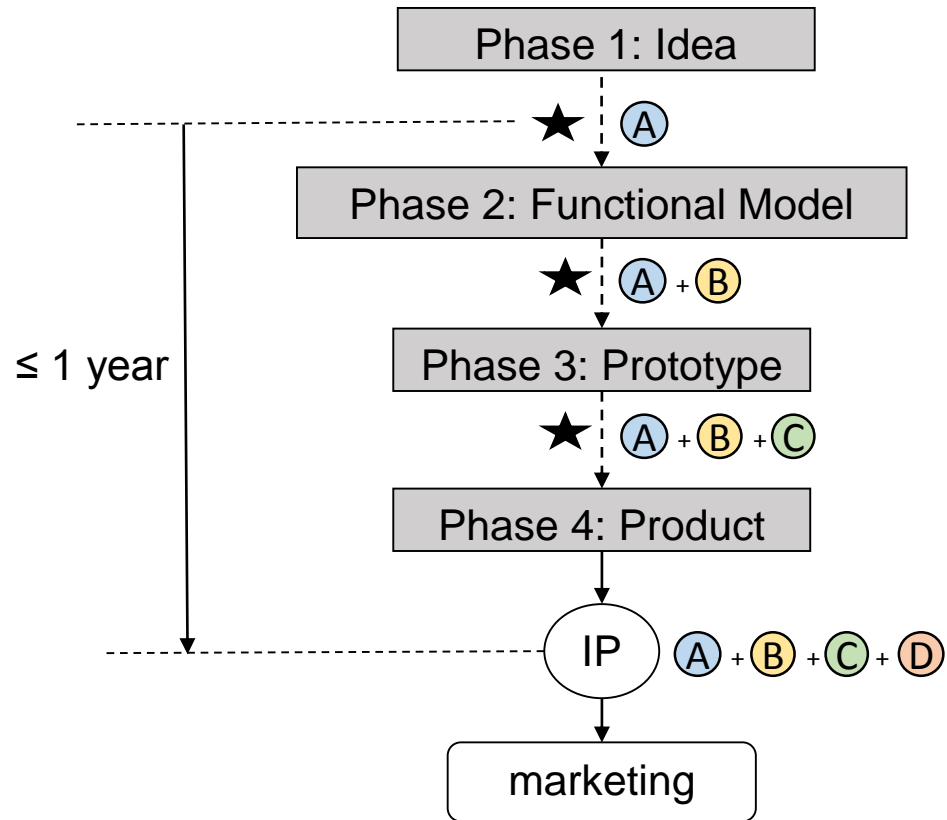
How does the Patent Strategy #3 match with a typical product development cycle (phase 2 of 4)



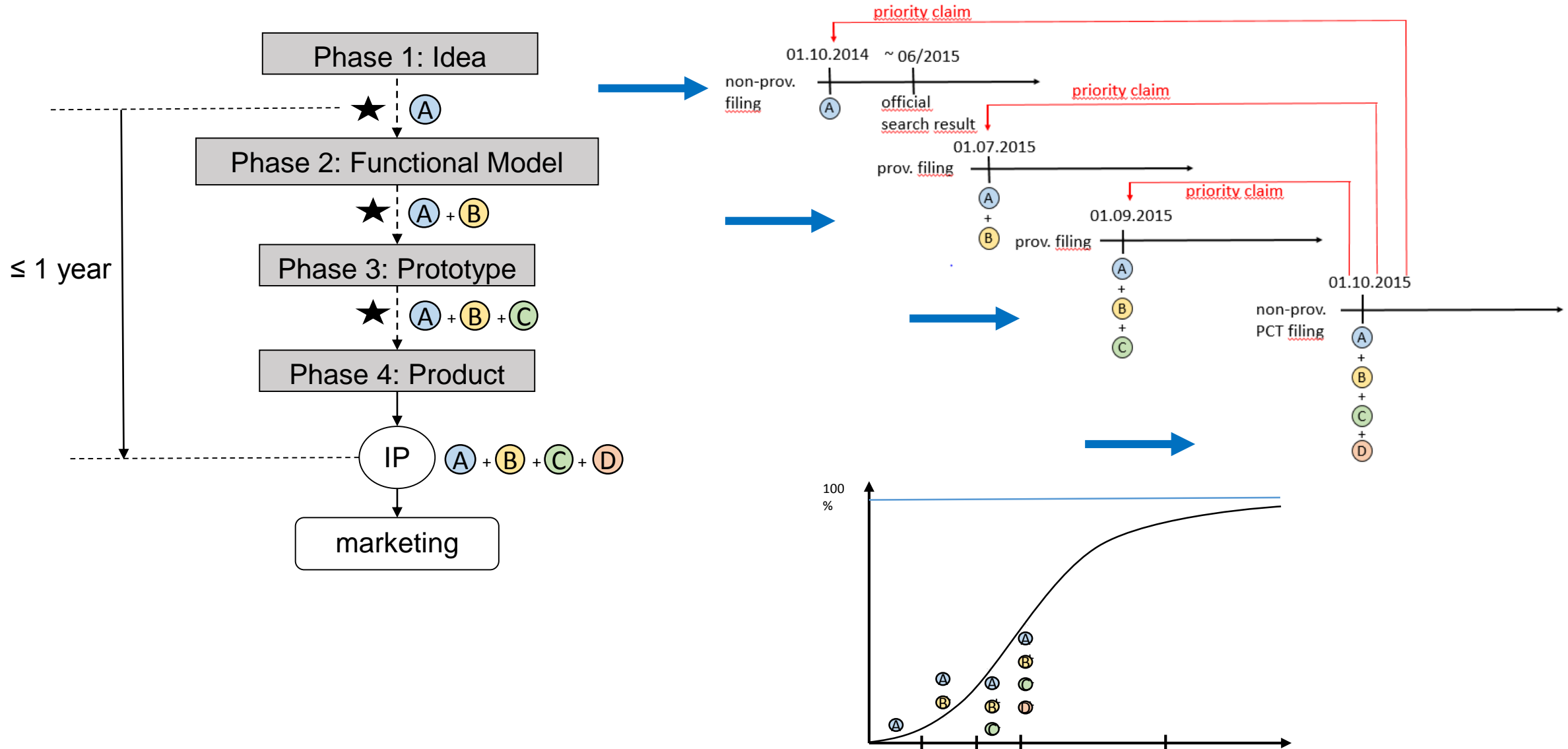
How does the Patent Strategy #3 match with a typical product development cycle (phase 3 of 4)



How does the Patent Strategy #3 match with a typical product development cycle? (phase 4 of 4)



## How does the Patent Strategy #3 match with a typical product development cycle?



# Conclusion

- Be faster than the competition when it comes to patenting the technology.
- Provide smart intermediate marketing activities during R&D. You can do so without fear of your ideas being stolen.
- Stop product development at an early stage if the marketing of the product is not successful.
- Be faster than the competition when launching your product. Use the priority year benefits!