

Request for Proposals
IAC IP Intelligence Services

Published: 13th July, 2023
Deadline: 4th August, 2023

Applications will be reviewed on a rolling basis as they are received, until the deadline date.

Request for Proposal

1.0 About IAC

The Innovation Asset Collective (“IAC”) is a membership based registered not-for-profit organization with the mandate of assisting Canadian small and medium-sized enterprises (SMEs) in the data-driven clean technology (DDCT) sector to leverage intellectual property (IP) to compete and scale.

Specifically, IAC’s core program offering for member companies (“Members”) includes assembling promising portfolios of patents to secure freedom to operate; providing Members with IP education and support in building their IP strategy to drive revenue growth through ownership of market differentiating innovation; granting funds to Members in support of implementing their IP strategy; and providing Members access to IAC’s market and patent research to inform strategic decisions. The goal for IAC is for Canadian cleantech SMEs is to be capable of maximizing the value of their intangible assets to succeed in Canada and beyond.

IAC is funded through a Contribution from Innovation, Science and Economic Development Canada (ISED) to support innovation and the protection of Canadian IP.

2.0 Background

IAC’s core program offering for member companies includes providing members access to market and patent research that will inform strategic business decisions. More specifically, IAC periodically publishes patent landscape reports that are relevant in understanding member company’s IP position within their respective market sectors. For example, these reports inform market trends, competitive landscape, major players, litigation activity, jurisdictional coverage, and Canadian presence and IP ownership. Armed with such information, members are better equipped to build a strong IP strategy that will help orient R&D activities, IP filings, product offerings, reduce their IP risks, and more generally, support their business as they grow. IAC is inviting proposals from experts within the IP ecosystem that are familiar with patent landscaping work as detailed below.

3.0 Scope of Work

The scope of work for IP intelligence services is meant to include patent, technical, and market research and analytics, detecting innovation trends and licensing/litigation activities, as well as all the steps that could be involved in producing a landscape report.

Please refer to the below Appendices for scope of work and report format. The details provided in the Appendices are exemplary of the types of responsibilities that would typically be expected and are not meant to be exhaustive. Also, IAC may choose to retain your expertise for the entire set or a subset of these responsibilities, and more could arise in the context of specific projects.

- **Appendix A:** Project workflow with phases
- **Appendix B:** Table of contents
- **Appendix C:** List of patent tables and graphs

4.0 Proposal Information

Proposals to IAC in response to this RFP should include the following:

- Company name and address.
- Key Contact Information, including name(s), email, and phone number.
- Budget formula for completing deliverables listed in Scope of Work. This can take the form of an hourly rate range, or a fix price for performing a list of actions.
- A summary of the applicant's background and qualifications as it relates to the Scope of Work as well as prior demonstrated experience in relation to IP and the IAC mandate (if applicable). If multiple individuals are likely to work on this project, please provide a list, with all relevant background and qualifications information.
 - Resume or CV of Key Contacts listed above.
- The names and contacts of two references who can testify to the quality of work related to the Scope of Work.

5.0 Timeline

IAC will be requesting market and patent research on a regular basis as member relevant reports are to be periodically published. Any relevant timelines will thus be agreed upon once a service provider is retained, and subsequently for every relevant action.

6.0 Evaluation Criteria

Submissions will be evaluated on the following criteria:

- **IP Intelligence Services**
- **Prior relationship with IAC.** We value relationships with individuals and firms who have supported our work in the past, but we are also committed to growing the IP ecosystem in Canada, and therefore also seeking to build our network of vendors and specialists across the country.
- **Budget** IAC will assess value for money of all projects. As IAC is funded by the Ministry of Innovation, Science and Economic Development, we have a responsibility to Canadian taxpayers in awarding contracts to maximize the value to IAC and its Members.

If you have questions about the process or any of the content in this RFP, please contact skondaveeti@ipcollective.ca. IAC will respond to all questions received and share responses back with all interested applicants within 3 business days.

7.0 How to submit

Please submit your full applications by email to Spoorthy Kondaveeti at skondaveeti@ipcollective.ca by the deadline listed on the coversheet.

Applications will be reviewed on a rolling basis until an applicant is selected or the deadline.

Appendix A - Project Workflow

Phase	IAC's Request
Phase 0	<ol style="list-style-type: none"> 1. Description <ol style="list-style-type: none"> 1. Preliminary research on the full sector to identify IPCs, key phrases, keywords, etc. required to run a patent search 2. Sector wide search to get an overview of patenting activity 3. Identify rough taxonomy 4. Check-in with IAC. IAC to confirm methodology & scope
Phase 1	<ol style="list-style-type: none"> 2. Taxonomy & Value Chain Preparation <ol style="list-style-type: none"> 1. Research - key whitepapers, seminal patents, key products noted, articles, market reports from policy makers 2. Finalize Value Chain and Taxonomy 3. List sources and methodology 4. Check-in with IAC. IAC to confirm methodology, scope, value chain & taxonomy
Phase 2	<ol style="list-style-type: none"> 3. Data extraction and preparation: <ol style="list-style-type: none"> 1. List patent databases and tools that will be used 2. Only one representative patent publication from a patent family will be considered for categorization; However, all family members will be considered for further analysis 3. Detailed description of search strategies and methodologies to be used. For e.g., automated, semi-automated, manual patent mining/reviews 4. List assumptions and risks associated with the methodology 5. Check-in with IAC. IAC to confirm methodology, scope, search strategies

Phase 3	<p>4. Data tagging using approved Taxonomy (tagging only main Tier of Taxonomy)</p> <ol style="list-style-type: none"> 1. Detailed description of the tagging process. For e.g., patent data considered to make the decision 2. Discuss overlap between various categories if applicable 3. Check-in with IAC
Phase 4	<p>5. Identify trends, correlate with market data</p> <ol style="list-style-type: none"> 1. Key players - patent, market, Global, Ex-China, Canadian 2. Geographic filing trends - Global, Ex-China, Canadian 3. Yearly filing trends - Global, Ex-China, Canadian 4. Portfolio quality for key players - provide a detailed methodology, list all parameters. Metrics used for determining portfolio quality, formulae, calculations etc. 5. Other analysis/metrics that can add value to the report - provide a detailed methodology, list all parameters. Metrics used for determining portfolio quality
	<p>6. Detailed market research</p> <ol style="list-style-type: none"> 1. Key players 2. Geographic trends 3. Notable Mergers & Acquisitions 5. Notable Investments 6. Policies (focus on Canada, with overview of key Worldwide ones) 7. Notable Research trends 8. Notable Partnerships & collaborations
	<p>7. Patent Litigation Research - Notable Litigations based on sectoral search, publications or news articles, trends, and insights</p> <ol style="list-style-type: none"> 1. Databases/sources used 2. Assumptions and exclusions
	<p>8. Technology Research</p> <ol style="list-style-type: none"> 1. Key Products 2. Standards related to the sector - SEPs 3. Other developments, insights & trends at a high level

Phase 5	<p>9. Final Deliverable</p> <ol style="list-style-type: none"> 1. Key takeaways 2. Risks & Opportunities 3. Whitespaces 4. Introductory summary to the report <p>The final deliverables - power point format for the detailed report, search strings, spreadsheet with patents and tags, access to any proprietary tools if applicable, sources and references</p> <ol style="list-style-type: none"> 5. Glossary of terms 6. Sources 7. List of assumptions, risks, inclusions & exclusions 8. Detailed methodologies for all analysis
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Appendix B - Table of Contents

S.No	Report Sections	Description	Sample Table of Contents
1	Executive Summary/Introduction	<p>This section usually introduces:</p> <ul style="list-style-type: none"> • The sector, growth rate, changes that have been happening, policy overview and set the stage for the future. Quotes, data, research from key organizations can be used here. • IAC IP intelligence reports in general and the format of the current report • Value chain • Technology Taxonomy • Methodology - inclusions, exclusions briefly 	

2	Key Takeaways	This section discusses the key takeaways of the entire report. This section can discuss trends, market drivers, key players, geographic trends, overview of Canada's market, policies etc. This section can identify risks and opportunities, gaps, market, and technology forecast based on the complete analysis	2.1 Key Trends, Market Drivers & Key Players 2.2 Overview of Canada's EV Ecosystem
3	Value Chain (description only, high-level players identified)	<ul style="list-style-type: none"> This section introduces the value chain and the approach taken to arrive at the value chain. There could be more than one value chain for a given sector. There should be a worldwide value chain as well as Canada specific value chain. Global VC should show players operating globally and separately identify Canadian companies operating globally. Canadian VC should show players operating in Canada and separately identify Canada-based/headquartered companies. Value chains in IAC reports usually are a representation (logos) of key companies involved in the sector's value chain, illustrated systemically. Any other creative representation of the value chain is appreciated too. 	3.1 EV Manufacturing Value Chain Description 3.2 EV Manufacturing Value Chain (Global) 3.3 EV Manufacturing Value Chain (Canada) 3.4 EV Charging Value Chain Description 3.5 EV Charging Value Chain (Global) 3.6 EV Charging Value Chain (Canada)
4	Technology Taxonomy	<ul style="list-style-type: none"> This section introduces the technology taxonomy and the approach taken to decide the taxonomy. Detailed descriptions of the technology tags should be provided. Any inclusions and exclusions should be laid out clearly. The taxonomy should define multiple tiers - however the dataset need only be classified and analyzed for the first tier for this sector wide report. 	

		<ul style="list-style-type: none"> IAC definition of taxonomy: categorization of technologies that the sector encompasses. The taxonomy established in this report will be considered as a starting point for a sub-sector report. 	
<p>5</p>	<p>Patent Data Analysis</p>	<p>IAC definitions</p> <ul style="list-style-type: none"> Chinese Filings - Patents and utility models filed first/originating in China. Global Filings - Patents & utility models filed worldwide. Includes countries USA, Canada, China, Korea, Taiwan, Japan, Germany, GB, Russia, etc. 	<p>5.1 Yearly Filing Trends – Global vs. ex-China vs. China</p> <p>5.2 Filing Trends for Key Players (Global)</p> <p>5.3 Filing Trends for Key Players – (Global excluding China)</p> <p>5.4 Key Technology Tags & Distribution (Tier 1 only)</p> <p>5.5 Yearly Filing Trends by Technology (Global)</p> <p>5.6 Yearly Filing Trends by Technology (Global excluding China)</p> <p>5.7 Top Filers vs. Technology Clusters (Global)</p> <p>5.8 Top Filers vs. Technology Clusters (Global excluding China)</p> <p>5.9 Geographic Filing Trends – Legal Status and Utility Models</p> <p>5.10 Yearly Filing Trends - Canada</p> <p>5.11 Yearly Filing Trends by Technology - Canada</p> <p>5.12 Filing Trends for Key Players – Canada</p> <p>5.13 Top Filers vs. Technology Clusters</p> <p>5.15 Yearly Filing Trends for Top Filers - Canada</p> <p>5.16 Filing Trends for Canadian Companies and Universities</p>

6	Brief Market Analysis	<p>This section discusses the market overview of this sector such as:</p> <ul style="list-style-type: none"> overview of market trends, sales, policies, initiatives, investments, M&A activity, partnerships, collaborations are provided, and sources are listed for all information presented here. risks, opportunities, gaps are identified for Canadian players. key technologies identified in the technology taxonomy are explored and findings are presented using tables, graphs, graphics etc. <p>There is no requirement to provide an extensive list of investments, M&A, partnerships, and collaborations.</p>	
7	Appendices	<p>Scope, methodologies, definitions, assumptions, inclusions, exclusions, disclaimers are detailed here. List all the IPCs, CPCs used for the search. Descriptions of the search strategies used.</p>	Appendix A: Scope, Methodology & Assumptions

Appendix C - Patent Tables & Graphs

Graph/Table	X axis	Y axis	Comments
Yearly Filing Trends showing a graph with separate trend lines for filings in all jurisdictions, Chinese filings and worldwide filings excluding Chinese filings	Year	# Patent families filed each year	Separate lines in the same graph for global, global ex-China and China
Filing trends for top 20 filers/assignees (Global)	Assignees	Total # of families	

Filing trends for top 20 filers/assignees (Global ex-China)	Assignees	Total # of families	
Yearly Filing trends by Technology (Global)	Year	# Patent families filed each year	Separate lines in the same graph for tier 1 technology tags
Technology wise filing trends (Global)	Tier 1 taxonomy tags	# of families	
Technology wise filing trends for top 20 filers/assignees (Global)	Assignee/Filer	Total # of families	Stacked bar graph showing stacks for tier 1 technology tags
Technology wise filing trends for top 20 players/assignees (Global ex-China)	Assignee/Filer	Total # of families	Stacked bar graph showing stacks for tier 1 technology tags
Geography wise filings trends for top 20 players/assignees	Assignee/Filer	Total # of families	Stacked bar graph showing stacks for various jurisdictions
Geography wise filings - Legal status & Utility models	Geographies	Total # of families	Separate bar graphs showing Granted vs. Utility models vs. Regular Patents
Canada			
Yearly Filing Trends (Canada)	Year	# Patent families filed each year	
Filing trends for top 20 filers/assignees (Canada)	Assignees	Total # of families	
Yearly Filing trends by Technology (Canada)	Year	# Patent families filed each year	Separate lines in the same graph for tier 1 technology tags
Technology wise filing trends (Canada)	Tier 1 taxonomy tags	# of families	
Technology wise filing trends for top 20 filers/assignees (Global)	Assignee/Filer	Total # of families	Stacked bar graph showing stacks for tier 1 technology tags
Key Technologies (Optional, needs team review)			