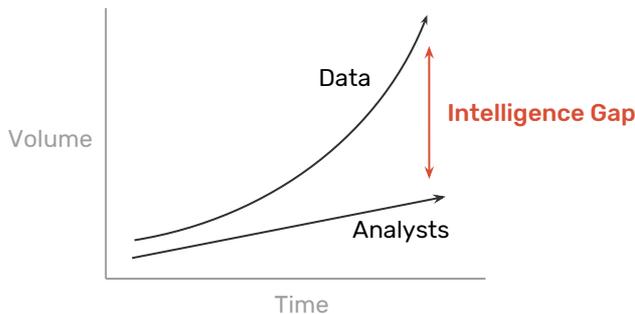


# Innovation Intelligence for the Digital Age

## The Intelligence Gap

Speed, volume, and diversity of available data grow exponentially while the number of analysts available for analyzing these data only grows linearly, if at all. This results in an intelligence gap.



The intelligence gap clearly shows runaway dynamics. Trying to find, hire, or educate more analysts is not going to help.

## Closing the Gap

In order to close the ever-widening intelligence gap, we need a new, machine-augmented, approach to innovation intelligence. Some requirements for this new approach:

### Agile and Continuous

We need 24/7 automated data collection, self-learning technologies, and interactive visualizations. This lets us focus on data interpretation, rather than data collection and preparation.

### 360° View

We need to be able to explore and cross-correlate signals from R&D to business to finance, across industries and technologies.

### Transparent and Unbiased

In order to support fact-based decision making, we need full access to all underlying data. No finder's fees or other intermediary business models.

## Mergeflow's Approach

The combination of human curiosity and creativity with the scalability of self-learning technologies is much more powerful than either human or computer alone. This is why at Mergeflow we build software to enhance, not replace, human work.

## Innovation Intelligence in the Modern Enterprise

Innovation Intelligence is a central activity in the modern enterprise, within and across various organizational units.

### R&D

- Discover technological opportunities.
- Identify key experts.

### Corporate Venturing and New Business

- Discover investment targets.
- Identify new markets for existing technologies, solutions, and products.

### Market Insight

- Understand market structure, including non-traditional competitors and partners.
- Estimate market developments.

### Corporate Strategy

- Idea triage, i.e. determining the priority of various technology and innovation fields in the context of your organization.
- Discover emerging topics.

## Your Benefits

### Reduce Costs on Consulting

Mergeflow uses software to automate many things that consultants do manually, such as collect and prepare data.

### Reduce Costs on Studies

Rather than buying expensive one-size-fits-all studies, Mergeflow enables you to do agile analyses that are tailored to your needs.

### Avoid Repetitive Research

Continuously and 24/7, Mergeflow collects and analyzes new incoming data so you don't have to.

# Innovation Analytics Platform

From diverse sources, Mergeflow 24/7 collects tech and innovation contents. These contents are then being fed through our proprietary natural language and machine learning algorithms.



### Agile

Real-time and continuous discovery.

### Connected

Explore signals from science to business.

### Instant Deployment

Mergeflow runs in your browser.

## Discover and Track

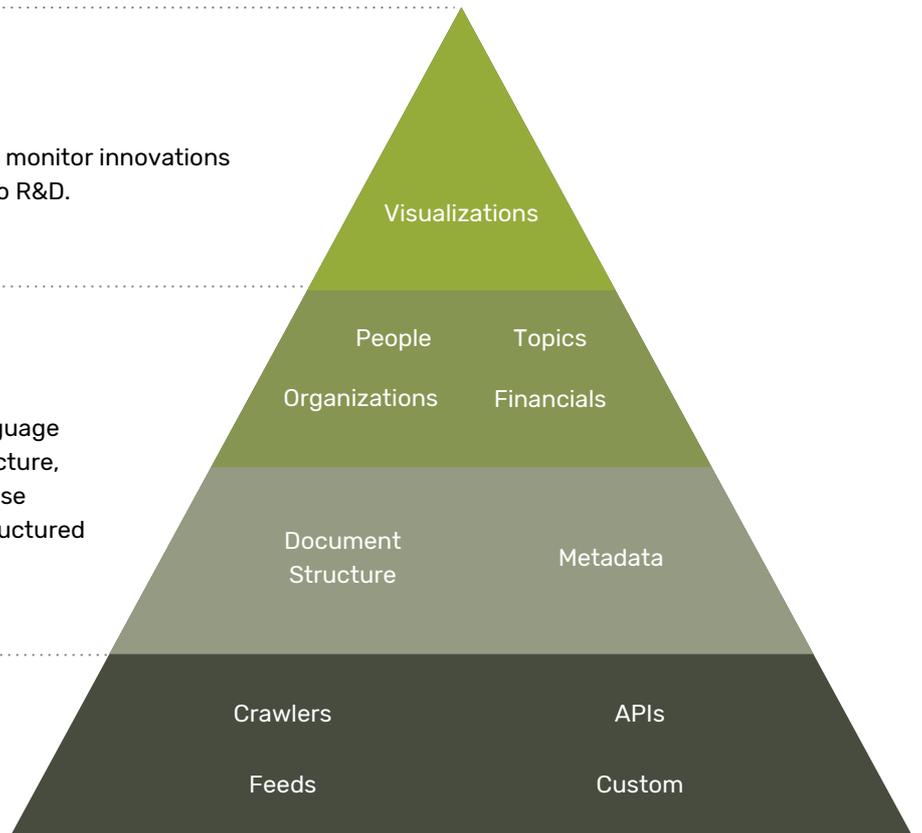
Interactive visualizations help you explore and monitor innovations and technologies in real-time, from business to R&D.

## Analyze

Mergeflow's machine learning and natural language processing algorithms identify document structure, entities, events, financial data, and topics. These metadata let you access web contents in a structured way.

## Capture

Mergeflow uses custom-built crawlers, APIs, and other technologies to collect and aggregate information for you.



## Decision-Enabling Data

From across diverse sources, Mergeflow continuously collects and analyzes technology and innovation data:

### Scientific Publications

Research papers, conference proceedings, and preprints from across different disciplines.

Ca. 30,000 new documents / week.

### Patents

Patent publications from worldwide patent offices.

Ca. 12,500 new documents / week.

### Industry News

Business news from across various industries.

Ca. 15,000 new documents / week.

### Financial and Investor News

Market estimates and other technology-relevant news.

Ca. 12,000 new documents / week.

### Technology Blogs and News

Thoughts, ideas, and forecasts from the most respected tech journalists around the world.

Ca. 10,000 new documents / week.

### Venturing Events

Updates on VC funding events from around the world.

Ca. 1,500 new documents / week.

### Technology Licensing

Technologies available for licensing from universities and R&D organizations worldwide.

Ca. 250 new documents / week.

### Funded Research Projects

Updates on US, UK, and EU publicly funded research projects.

Ca. 400 new documents / week.

### Custom Data Repositories

Optionally, Mergeflow can analyze data provided by customers (e.g. submissions to idea contests, specific web-available sources).

## What Our Customers Say About Mergeflow

“Covestro (formerly Bayer MaterialScience) is a world-leading supplier of high-tech polymer materials. We have been using Mergeflow since 2012 with lasting success. The software helps us identify and monitor important technological, scientific, and market information, in a highly automated way. Using Mergeflow ensures that we do not miss information that is important to our business.”

**Dr. Gerhard Langstein**

Head of New Technologies and Science Fellow  
Covestro | [www.covestro.com](http://www.covestro.com)

“The world provides more space and opportunities for innovators than our company does, and it is almost impossible to keep track of it. Mergeflow's solution provides you a chance and helps effectively to discover the needle in the haystack.”

**Evgeni Rehfuss**

Head of New Products & Markets, Corporate Innovation  
BSH | [www.bsh-group.com](http://www.bsh-group.com)

“Mergeflow helps us identify many ‘application leads’—that is, evidence that a specific company is either using or providing technologies like ours. Discovering these leads is the most difficult part of our market research, given the sea of information online. Once we have a lead, the rest of our research is more straightforward.”

**Chris McCormick**

Algorithms and Applications  
Nearist | [www.nearist.io](http://www.nearist.io)

## About Mergeflow

Mergeflow builds and operates innovation intelligence solutions that combine self-learning technologies with advanced computing power to provide unique insights. We help individuals and teams that operate at the intersection of business and R&D.

Mergeflow customers operate in and across diverse industry sectors, and include global technology leaders such as Bayer, BASF, Beiersdorf, BMW, Covestro, Philips, Siemens, thyssenkrupp, and others.



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