

# Mergeflow Use Cases

**Patents**

**News & Blogs**

**Startups**

**Technology Licensing**

**R&D**

**Finance & Markets**

# Many Innovation Functionalities Relate to Mergeflow

Develop the Innovation Strategy	Engage Partners and Stakeholders	Manage the Innovation Portfolio	Manage the Innovation Pipeline	Manage Innovation Talent	Manage the Innovation Function
Identify and Prioritize External Trends and Competitors	Engage the Executive Team and Board	Evaluate and Prioritize Projects	Screen Product Ideas	Design the Innovation Workforce Plan	Manage Shared Knowledge Discovery
Surface and Synthesize Customer Needs	Partner with Business Units	Reallocate Resources Across Projects	Develop Product Ideas	Onboard Employees	
Evaluate Core Capabilities	Identify and Screen External Vendors and Partners		Discover Unique Solutions	Engage and Retain Staff	
Develop the Innovation Strategic Plan, Manage Technology Roadmap	Collaboration with External Vendors and Partners				
Manage Strategy Implementation and Communication					

		Tools				Solutions						
		Mergetflow Search	Topics Triage	Market Estimates	Weekly 360	Grid Search	Triage Clustering	Red Team Challenge	Consumer Insight	Custom Data Repository	Live Documents	Dashboards
Develop the Innovation Strategy	Identify and Prioritize External Trends and Competitors	x	x			x	x	x				
Develop the Innovation Strategy	Surface and Synthesize Customer Needs			x					x	x		
Develop the Innovation Strategy	Evaluate Core Capabilities	x	x			x	x	x				
Develop the Innovation Strategy	Develop the Innovation Strategic Plan, Manage Technology Roadmap	x	x			x	x					
Develop the Innovation Strategy	Manage Strategy Implementation and Communication				x						x	x
Engage Partners and Stakeholders	Engage the Executive Team and Board				x						x	x
Engage Partners and Stakeholders	Partner with Business Units				x						x	x
Engage Partners and Stakeholders	Identify and Screen External Vendors and Partners	x	x			x						
Engage Partners and Stakeholders	Collaboration with External Vendors and Partners				x						x	x
Manage the Innovation Portfolio	Evaluate and Prioritize Projects	x	x							x		
Manage the Innovation Portfolio	Reallocate Resources Across Projects				x	x	x	x				
Manage the Innovation Pipeline	Screen Project Ideas	x	x			x	x					
Manage the Innovation Pipeline	Develop Project Ideas	x	x			x	x	x				
Manage the Innovation Pipeline	Discover Unique Solutions	x	x			x	x	x				
Manage Innovation Talent	Design the Innovation Workforce Plan	x	x			x	x	x			x	x
Manage Innovation Talent	Onboard Employees					x					x	x
Manage Innovation Talent	Engage and Retain Staff	x				x					x	x
Manage the Innovation Function	Manage Shared Knowledge Discovery					x					x	x

# Develop the Innovation Strategy

# Identify and Prioritize External Trends and Competitors

## Typical Questions

- *What are my known competitors doing?* (I'm in marketing at Siemens; what do GE, Philips, Schneider, ABB, etc. do?)
- *Where might disruptive competition come from?* (I'm an account manager at thyssenkrupp for shock absorber systems etc. at two big car OEMs. I need to make sure I know about ClearMotion. I'm head of R&D for infrastructure analytics at GE; I need to make sure I know about Improbable.)

## Mergeflow Tools

- Mergeflow Search
  - Do a 360° on a trend (e.g. "edge computing", "quantum computing", ...).
  - Find markets, companies, experts, use cases.
- Topics Triage
  - Compare companies (e.g. competitors).
  - Compare topics in order to identify trends. This feeds into Triage Clustering, cf. below.

## Mergeflow Solutions

- Grid Search
  - Identify new intersections of known topics, companies, markets.
  - Discover dependencies between topics, companies, markets.
- Triage Clustering
  - Based on external data (Topics Triage) and based on a clustering metric—which probably depends on my business units, goals, etc.—group topics, companies, etc.
- Red Team Challenge
  - Rising topics.
  - VC-funded companies.
  - Emergent co-occurrences (e.g. between technologies, markets, patent classes).

# Surface and Synthesize Customer Needs

## Typical Questions

- *In internet forums and consumer blogs, do people discuss the things I think they may be discussing? (I'm head of innovation at Atomic; do people really want skis made of sustainable materials?)*
- *...what other topics do they discuss that I do not have on my radar yet? (I'm head of marketing at Atomic; what activities do freeski riders care about?)*
- *What are the biggest / fastest-growing markets for my products or solutions? (I'm head of business development at Nearist; who can I sell my advanced-analytics-accelerating hardware to?)*

## Mergeflow Tools

- Market Estimates
  - Numbers: Find biggest and fastest-growing markets.
  - Use cases: Find relevant market segments that I do not have on my radar yet. (I do speech recognition; I need to know that call centers are a relevant market)

## Mergeflow Solutions

- Consumer Insight
  - Crawl, index, analyze appropriate (consumer) internet forums.
  - Look for and trace known topics.
  - Discover new, unknown topics (rising keywords). Use Grid Search here.

# Evaluate Core Capabilities

## Typical Questions

- *We are category leaders in technology XYZ; is there anything new we need to know about?* (I'm head of microscopy R&D at Zeiss. How do my optics capabilities compare to what's out there? Can anybody beat our state-of-the-art systems, featuring cutting-edge optics, with a combination of cheap optics and sophisticated image processing software?)
- *Is our current team communication, knowledge sharing, etc. toolbox still up-to-date?* (I work for the CIO at a large healthcare company, and I want to know what is out there w/r/t secure enterprise collaboration software).

## Mergeflow Tools

- Mergeflow Search
  - Do a 360°
  - VC-backed companies--new approaches? Tech blogs--"science fiction"? Tech licensing offerings
- Topics Triage
  - Compare my approach to other approaches addressing the same challenge

## Mergeflow Solutions

- Grid Search
  - Identify new intersections of known topics, companies, markets.
  - Discover dependencies between topics, companies, markets.
- Triage Clustering
  - Based on external data (Topics Triage) and based on a clustering metric--which probably depends on my business units, goals, etc.--group topics, companies, etc.
- Red Team Challenge
  - Rising topics. Emergent co-occurrences (e.g. between technologies, markets, patent classes).
  - VC-funded companies.

# Develop the Innovation Strategic Plan, Manage Technology Roadmapping

## Typical Questions

- *I have 20 technologies on my desk that various people think will be the next big thing. Where should I start? (I'm in the Office of the CTO at a large semiconductor company; I need to have an opinion on how many people across our R&D and operational business units should work on which topic. I'm a business intelligence analyst at SRC; how should I prioritize and interconnect the various labs and facilities I have?)*

## Mergeflow Tools

- Mergeflow Search
  - Do 360°s on at least some of the topics.
- Topics Triage
  - Triage my 20 technologies.

## Mergeflow Solutions

- Grid Search
  - Identify new intersections of known topics, companies, markets.
  - Discover dependencies between topics, companies, markets.
- Triage Clustering
  - Based on external data (Topics Triage) and based on a clustering metric—which probably depends on my business units, goals, etc.—group topics, companies, etc.



# Manage Strategy Implementation and Communication

## Typical Questions

- *I need to bring relevant information to people who can do something with it, as quickly as possible. (I'm head of innovation at a multinational pharma company. How do I make sure everybody on my globally distributed team working on obesity treatment has continuous access to actionable information?)*

## Mergeflow Tools

- Weekly 360 (TBD)
  - Send customized intel briefs to relevant people.

## Mergeflow Solutions

- Live Documents (e.g. in form of a Grid Search)
  - Provide context (the narrative in the live document), along with deep links into mergeflow.net for topical information.
- Dashboards
  - Provide high-level, current information in meeting rooms ("in real life" or virtual, e.g. intranet) in order to stimulate discussion ("hey, have you seen this VC-backed company? Let's check out what they do.").

# Engage Partners and Stakeholders

# Engage the Executive Team and Board

## Typical Questions

- *I am head of open innovation, and I need to achieve C-level awareness of our activities. I can't give them software but slides don't work either because they cannot capture current, ongoing developments (which we need to do because in our field of business things move fast).*

## Mergeflow Tools

- Weekly 360 (TBD)
  - Send customized intel briefs to relevant people.

## Mergeflow Solutions

- Live Documents (e.g. in form of a Grid Search)—combine the known (slides) with something new (deep links to topical information)
  - Provide context (the narrative in the live document), along with deep links into mergeflow.net for topical information.
- Dashboards
  - Provide high-level, current information in meeting rooms (“in real life” or virtual, e.g. intranet) in order to stimulate discussion (“hey, have you seen this VC-backed company? Let’s check out what they do.”).

# Partner with Business Units

## Typical Questions

- *I'm head of R&D for water treatment. I need to connect to marketing (so they and we have early access to market intel) and to the account manager for a big municipality (so that they are aware of latest innovations in water treatment).*

## Mergeflow Tools

- Weekly 360 (TBD)
  - Send customized intel briefs to relevant people.

## Mergeflow Solutions

- Live Documents (e.g. in form of a Grid Search)—combine the known (slides) with something new (deep links to topical information)
  - Provide context (the narrative in the live document), along with deep links into mergeflow.net for topical information.
- Dashboards
  - Provide high-level, current information in meeting rooms (“in real life” or virtual, e.g. intranet) in order to stimulate discussion (“hey, have you seen this VC-backed company? Let’s check out what they do.”).

# Identify and Screen External Vendors and Partners

## Typical Questions

- *I need to find a vendor or tech expertise for technology XYZ.*
- *Is this [technology XYZ] provider really as unique with respect to their capabilities as they claim to be?*

## Mergeflow Tools

- Mergeflow Search
  - 360 on the vendor, their technologies, and alternative vendors.
- Topics Triage
  - Triage the vendors.

## Mergeflow Solutions

- Grid Search
  - Identify new intersections of known topics, companies, markets.
  - Discover dependencies between topics, companies, markets.
  - “topics/technologies” x “vendors” – check if the to-be-screened vendor is disjoint from the other vendors (if so, this hints at uniqueness).

# Collaboration with External Vendors and Partners

## Typical Questions

- *I'm head of R&D for security, one of my areas is hardware authentication technologies. I need to connect to an external R&D partner, and make sure we all have access to topical infos (e.g. latest relevant scientific publications or tech licensing offers).*

## Mergeflow Tools

- Weekly 360 (TBD)
  - Send customized intel briefs to relevant people.

## Mergeflow Solutions

- Live Documents (e.g. in form of a Grid Search)—combine the known (slides) with something new (deep links to topical information)
  - Provide context (the narrative in the live document), along with deep links into mergeflow.net for topical information.
- Dashboards
  - Provide high-level, current information in meeting rooms (“in real life” or virtual, e.g. intranet) in order to stimulate discussion (“hey, have you seen this VC-backed company? Let’s check out what they do.”).

# Manage the Innovation Portfolio

# Evaluate and Prioritize Projects

## Typical Questions

- *I'm head of open innovation, and I ran an idea contest in my company. Now I need to triage and contextualize the 2,000 ideas we got. For example, I'd like to know...*
  - *...for a given idea, what related ideas, technologies, etc. exist in the outside world?*
  - *...who in my organization commented or collaborated on which idea? I want to get a social network for my company, based on content, not based on organizational structure (because the two may be different).*

## Mergeflow Tools

- Mergeflow Search
  - 360° on particularly relevant ideas.
- Topics Triage
  - Triage top-20 ideas.

## Mergeflow Solutions

- Custom Data Repository
  - Import, index, and analyze the idea contest data (input as CSV, XML)
- Grid Search
  - Identify new intersections of known topics, companies, markets.
  - Discover dependencies between topics, companies, markets.
- Triage Clustering
  - Based on external data (Topics Triage) and based on a clustering metric—which probably depends on my business units, goals, etc.—group topics, companies, etc.



# Reallocate Resources across Projects, Based on new Trends

## Typical Questions

- *I'm business unit CTO. I need to know if I still have the right priorities in my organization. For example, I need to know if there are compelling events in the outside world that may cause me to reallocate priorities.*
  - I'm an automotive supplier. I am category leader for shock absorbers. I need to know about companies such as ClearMotion, which may disrupt my technology capabilities.
  - I'm a camera manufacturer. Professional photographers love my DSLRs. Now there is <https://light.co/> ...

## Mergeflow Tools

- Weekly 360 (TBD)
  - For my technologies, send me infos on relevant news (new companies, rising topics, ...) every week.

## Mergeflow Solutions

- Grid Search
  - Are there any new interdependencies between my technologies, companies, markets?
- Triage Clustering
  - Has a topic moved from one cluster into another (e.g. from "observe" status to "act now" status)?
- Red Team Challenge
  - What and who is out there who may disrupt my business? (e.g. ClearMotion if I am a traditional maker of shock absorbers, or Light if I am a traditional maker of DSLR cameras).

# Manage the Innovation Pipeline

# Screen Product Ideas

## Typical Questions

- *One of my team members (or one of my C-level execs, or one of my colleagues from marketing, or one of our sales people) thinks that technology XYZ is going to be the next big thing. Is this true? What could be alternative approaches? What of technology XYZ do we already do or have?*

## Mergeflow Tools

- Mergeflow Search
  - 360° on technology XYZ
- Topics Triage
  - Triage alternative approaches, relevant market participants (e.g. companies).

## Mergeflow Solutions

- Grid Search
  - Identify new intersections of known topics, companies, markets.
  - Discover dependencies between topics, companies, markets.
- Triage Clustering
  - Based on external data (Topics Triage) and based on a clustering metric—which probably depends on my business units, goals, etc.—group topics, companies, etc.

# Develop Product Ideas

## Typical Questions

- *I'm product manager at a global chemicals corporation. We have decided that we want to go ahead with new product XYZ. Now we need to flesh out our product development proposal so we can present it to our domain experts, to marketing, to sales, to our execs. We need to understand existing (partial) solutions, freedom to operate, relevant markets.*

## Mergeflow Tools

- Mergeflow Search
  - 360° on technology XYZ.
  - For the experts: get relevant R&D papers.
  - For bridging R&D and business: use tech blogs because they often describe new innovations in an understandable way, yet they also provide links to the science behind the innovations.
  - For marketing, sales, execs: show them relevant market segments.
- Topics Triage
  - Evaluate alternative approaches; market participants (e.g. companies).
- Weekly 360 (TBD)
  - Get relevant updates from across R&D and business every week. Make sure relevant stakeholders (marketing, sales, execs) get this too.

## Mergeflow Solutions

- Grid Search
  - Discover new or unexpected correlations between known technologies, companies, markets.
- Triage Clustering
  - Triage different tech approaches so that it maps to future courses of actions in my organization.
- Red Team Challenge
  - Make sure there isn't anything out there that may disrupt our project as we go along.

# Discover Unique Solutions

## Typical Questions

- *I'm head of corporate venturing at a global health technology corporation. I'd like to know if anybody out there has a breakthrough solution for non-invasive, continuous, wearable glucose level monitoring.*

## Mergeflow Tools

- Mergeflow Search
  - 360° on search field (non-invasive, continuous, wearable glucose monitoring)
- Topics Triage
  - Triage identified solutions candidates long list.
- Weekly 360 (TBD)
  - Tell me about new developments, particularly at technology intersections that may be unique. It's OK if nothing happens for a while, but if it does, I need to know.

## Mergeflow Solutions

- Grid Search
  - Identify unique capabilities (technologies x solutions|companies)
- Triage Clustering
  - Based on a clustering scheme appropriate for my needs, get a short list out of the long list of identified solutions candidates.

# Manage Innovation Talent

# Design the Innovation Workforce Plan

## Typical Questions

- *As head of R&D for analytics, I need to allocate my team to work on the most promising tech areas. I also want to explore some moonshot projects, although with limited resources.*

## Mergeflow Tools

- Mergeflow Search
  - 360° on relevant tech fields.
- Topics Triage
  - Compare momentum of various tech fields, experts, and relevant organizations.
- Weekly 360 (TBD)
  - Infos about latest developments, particularly if they may cause resource reallocation.

## Mergeflow Solutions

- Grid Search
  - Discover new or unexpected correlations between known technologies, companies, markets.
- Triage Clustering
  - Triage different tech approaches so that it maps to future courses of actions w/r/t workforce organization.
- Live Documents (e.g. in form of a Grid Search)–combine the known (slides) with something new (deep links to topical information)
  - Provide context (the narrative in the live document), along with deep links into mergeflow.net for topical information.
- Dashboards
  - Provide high-level, current information in meeting rooms (“in real life” or virtual, e.g. intranet) in order to stimulate discussion (“hey, have you seen this VC-backed company? Let’s check out what they do.”).

# Onboard Employees

## Typical Questions

- *As head of HR for marketing, I need to make sure that new hires are immersed in recent relevant developments as quickly as possible. The usual market report tombstones, 600 page consultant slide decks, general-level news won't do. I need something more specific, topical, and actionable.*

## Mergeflow Tools

- Weekly 360 (TBD)
  - Topical infos, tailored to the tasks of the new hire.

## Mergeflow Solutions

- Live Documents (e.g. in form of a Grid Search)—combine the known (slides) with something new (deep links to topical information)
  - Provide context (the narrative in the live document), along with deep links into mergeflow.net for topical information.
- Dashboards
  - Provide high-level, current information in meeting rooms (“in real life” or virtual, e.g. intranet) in order to stimulate discussion (“hey, have you seen this VC-backed company? Let’s check out what they do.”).



# Engage and Retain Staff

## Typical Questions

- *As an R&D team leader, I want to enable my team members to show initiative. In order to do this in a frictionless way, I need to enable them to discover relevant information, without having to depend on internal information providers (“librarians”).*

## Mergeflow Tools

- Mergeflow Search
  - Enable my team members to do their own 360°, rather than having them rely on “librarians” who do this for them.
- Weekly 360 (TBD)
  - Rather than depending on (very expensive) market reports etc., let my team members set up their own weekly reports, tailored to their interests.

## Mergeflow Solutions

- Live Documents (e.g. in form of a Grid Search)—combine the known (slides) with something new (deep links to topical information)
  - Provide context (the narrative in the live document), along with deep links into mergeflow.net for topical information.
  - Enable my team members to share information with others.
- Dashboards
  - Provide high-level, current information in meeting rooms (“in real life” or virtual, e.g. intranet) in order to stimulate discussion (“hey, have you seen this VC-backed company? Let’s check out what they do.”).
  - Visibility for my team within my organization.

# Manage the Innovation Function

# Manage Shared Knowledge Discovery

## Typical Questions

- *I am head of R&D for smart materials, and I need to make sure that my team's activities tie in with Marketing, Sales, Operations, and Finance. We (= my R&D group) have to be able to provide these business units with topical information, tailored to their needs.*

## Mergeflow Tools

- Weekly 360 (TBD)
  - Provide people who do not have the time or the skills for doing in-depth analytics and intel themselves.
  - Rather than depending on (very expensive) market reports etc., let my team members set up their own weekly reports, tailored to their interests.

## Mergeflow Solutions

- Live Documents (e.g. in form of a Grid Search)—combine the known (slides) with something new (deep links to topical information)
  - Provide context (the narrative in the live document), along with deep links into mergeflow.net for topical information.
  - Enable my team members to share information with others.
  - Embed live documents within our organization's information sharing infrastructure (e.g. intranet, enterprise collaboration platform, ...)
- Dashboards
  - Provide high-level, current information in meeting rooms ("in real life" or virtual, e.g. intranet) in order to stimulate discussion ("hey, have you seen this VC-backed company? Let's check out what they do.").
  - Visibility for my team within my organization.

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