

LO IMPORTANTE NO ES PATENTAR

- Día mundial de la PI – 26 abril 2021
- PI y PYMEs: llevar las ideas al mercado
- Arrasate

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9. La agencia de PI es un aliado no un proveedor.
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Presentación

IÑIGO IRIZAR ARCELUS. SOCIO FUNDADOR DE HANDITU.

- Vendedor de antirrobos de bici y moto por todo el mundo (www.luma.es)
- BA (Norsis, Foro Europeo, [Blackbinder](#))
- Consultor en Innovación (Instrumento PYME, CDTI, GV, FSS)
- Consultor de empresa PYME, en general: Estrategia, Innovación, reestructuración de empresas, etc.
- Profesor en TECNUN.

Du Pont — LA CUESTIÓN DE LA RENTABILIDAD

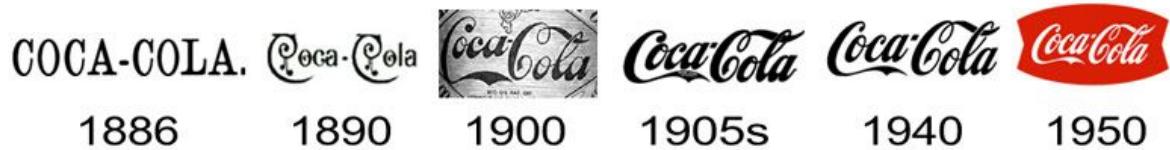
$$\text{ROE} = \underbrace{\frac{\text{Beneficio neto}}{\text{Ventas}}}_{\frac{\text{Beneficio neto}}{\text{Activos}} \times \text{ROA}} \times \frac{\text{Ventas}}{\text{Activos}} \times \frac{\text{Activos}}{\text{Patrimonio}}$$

Vender defendiendo la participación de mercado

“Seat Ibiza tiene el 100% de mercado de Seat Ibiza”
(Profesor José Antonio Segarra, IESE).

Es decir, cuando eres preferido, eres preferido.

Si eres preferido, ¿cómo defiendes tu diferencia?



Vender defendiendo el margen

1 producto
con una referencia compartida
con otros 6 proveedores



1 producto único
por marca, prestaciones y
certificaciones



Vender rentabilizando activos

Activos materiales



Activos inmateriales



La PI como activo inmaterial

¿Es solo para multinacionales?

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Query language: en de fr

AND + Field

Applicants = Apple Inc

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1. METHOD AND SYSTEM FOR A WIRELESS MULTI-HOP... US2013142109A1 (B2) • 2013-06-06 • APPLE INC [US]

Earliest priority: 2006-02-24 • Earliest publication: 2011-07-26

In a wireless multi-hop relay network arranged in a tree topology, the base station and one or more relay stations are associated as a virtual base station (VBS). The base station and each relay station have a unique virtual...

2. Media Production Application US20141239943A1 (B2) • 2014-05-08 • APPLE INC [US]

Earliest priority: 2010-06-15 • Earliest publication: 2011-12-15

Some embodiments provide a media production application. The application receives a script of a media project and parses the script to identify (i) story sections of the media project and (ii) characters in the media...

3. CLOCK ROUTING TECHNIQUES US2015205324A1 (B2) • 2015-07-23 • APPLE INC [US]

Earliest priority: 2014-01-21 • Earliest publication: 2015-07-23

Techniques are disclosed relating to clock routing techniques in processors with both pipelined and non-pipelined circuitry. In some embodiments, an apparatus includes execution units that are non-pipelined and configured to...

4. Electronic Devices Having Electrostatic Discharge Paths US2015216024A1 (B2) • 2015-07-30 • APPLE INC [US]

Earliest priority: 2014-01-29 • Earliest publication: 2015-07-30

An electronic device may have a display and other electrical components that are sensitive to electrostatic charge. A button may pass through an opening in a layer of the display. A metal trim may surround the button. This...

5. COORDINATE BASED QOS ESCALATION US2015302544A1 (B2) • 2015-10-22 • APPLE INC [US]

Earliest priority: 2014-04-22 • Earliest publication: 2015-10-22

Systems and methods for determining priorities of pixel fetch requests of separate requestors in a display control unit. The distance between the oldest pixel in an output buffer and the output equivalent coordinate of the...

6. ACTUATOR ASSISTED ALIGNMENT OF CONNECTIBLE... US10164688B2 (A1) • 2018-12-25 • APPLE INC [US]

Earliest priority: 2014-04-30 • Earliest publication: 2015-11-05

A first electronic device is positionable between one or more contact notches and an aligned position with respect to a second electronic...

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Esta “banda” les hizo morder el polvo

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Applicants = Fractus SA

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(0 patients selected) Select the first 20 results

1. MULTILEVEL ANTENNA JP2007251995A (B2) • 2007-09-27 • FRACTUS SA

Earliest priority: 2007-05-23 • Earliest publication: 2007-09-27

PROBLEM TO BE SOLVED: To provide an antenna which operates simultaneously at a plurality of frequencies and of which the size is reduced.

SOLUTION: A radiation element of the antenna includes at least one...

2. INTEGRATED CIRCUIT PACKAGE INCLUDING MICRO ... JP2008259250A • 2008-10-23 • FRACTUS SA

Earliest priority: 2008-07-31 • Earliest publication: 2008-10-23

PROBLEM TO BE SOLVED: To provide a micro antenna available for an extremely small package in radio wavelength. SOLUTION: This integrated circuit package comprises a substrate including at least one layer, at least...

3. ANTENNA WITH ONE OR MORE OPENINGS JP2008099310A • 2008-04-24 • FRACTUS SA

Earliest priority: 2007-11-05 • Earliest publication: 2008-04-24

PROBLEM TO BE SOLVED: To provide a new multi-holed antenna, primarily suitable for mobile communication, or generally suitable for any other applications in which an integration of a plurality of telecommunication...

4. Antennaless wireless device CN102119467A • 2011-07-06 • FRACTUS SA

Earliest priority: 2008-08-04 • Earliest publication: 2010-02-11

The invention refer to an antennaless wireless handheld or portable device (100) comprising a user interface module (101), a processing module (102), a memory module (103), a communication module (104) and, a power...

5. COUPLED MULTIBAND ANTENNA JP2008113462A • 2008-05-15 • FRACTUS SA

Earliest priority: 2007-12-17 • Earliest publication: 2008-05-15

PROBLEM TO BE SOLVED: To provide an antenna having an antenna structure in a reduced size for performing broadband operation and/or multiband operation. SOLUTION: The present invention comprises an...

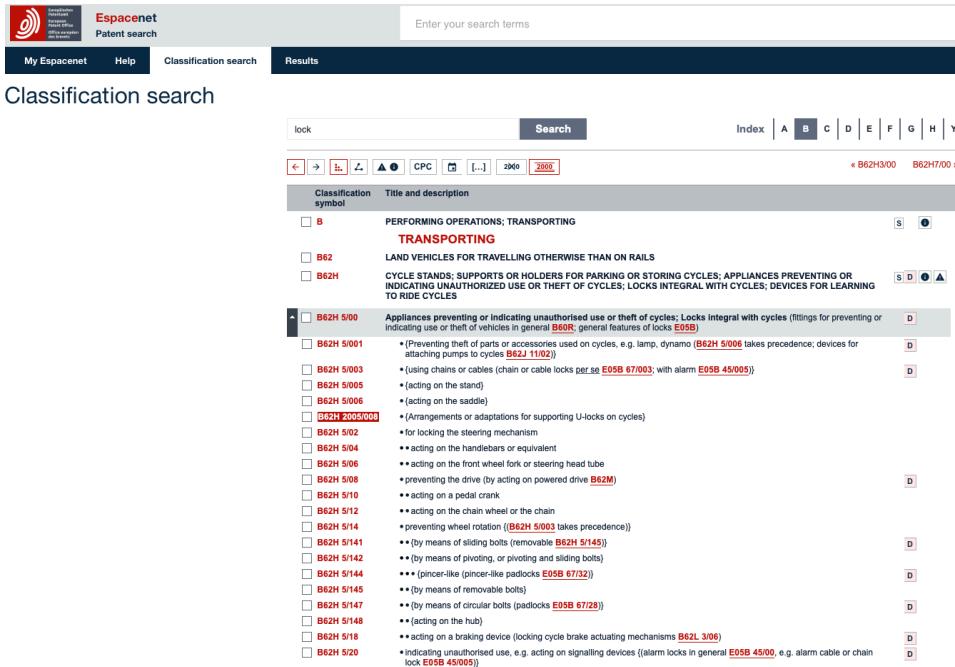
6. Dual-band dual-polarized antenna array CN1507673A • 2004-06-23 • FRACTUS SA [ES]

Earliest priority: 2001-04-16 • Earliest publication: 2002-10-24

The present invention refers generally to a new family of antenna arrays that are able to operate simultaneously at two different frequency bands, while...

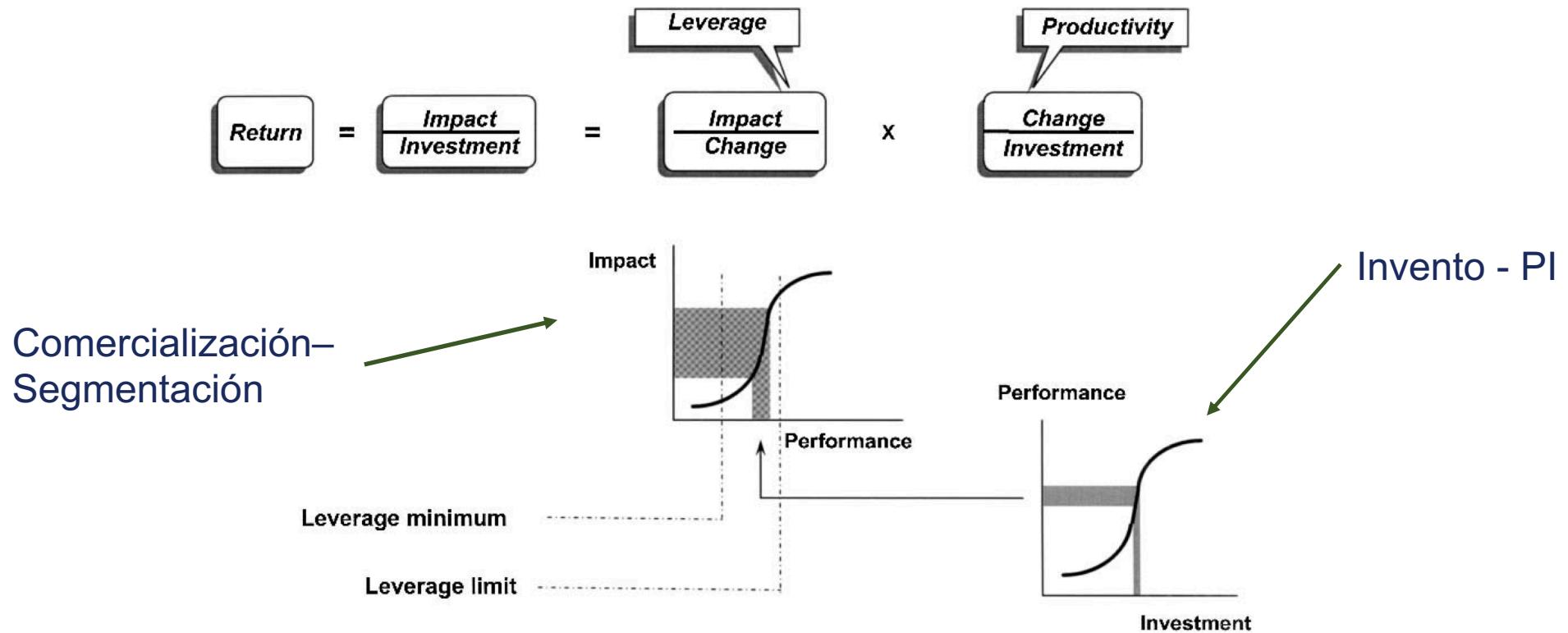
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La PI como conocimiento



- Evitar reinventar la rueda.
- Evitar infracciones.
- Estimular la creatividad para...
- ir más allá que la competencia o que los nuevos entrantes.
- La imaginación es el límite...
- siempre que camines a hombros de gigantes.

La PI como parte del proceso



Fuente: Jay Paap y Ralph Katz. "Anticipating Disruptive Innovation" en Research Technology Management. 2004.

La agencia de PI es un aliado, no un proveedor

“Conoce al cliente como a ti mismo
y consigue los mejores resultados
para él y para la agencia”.

Fuente: Bassat, Luis. El libro rojo de la publicidad
(ed. actualizada) (Spanish Edition) . Penguin Random House
Grupo Editorial España. 2019.



Lo importante no es patentar

Definition of Innovation

Innovation = Invention * Commercialization

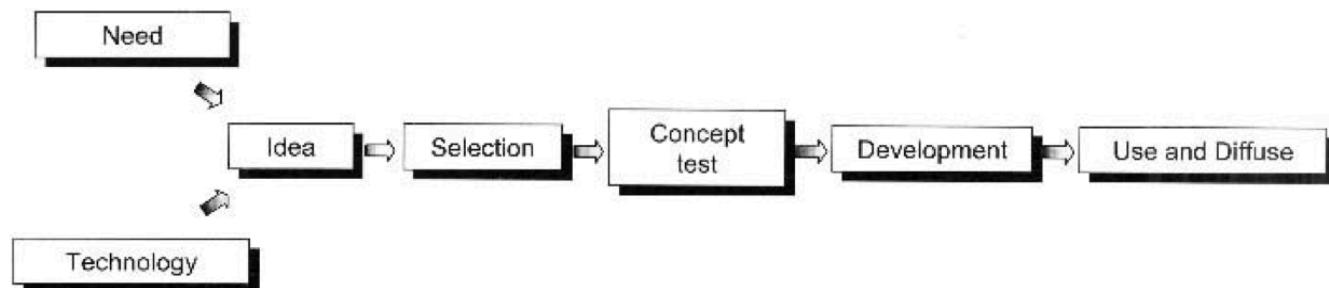


Figure 1.—Model of Innovation adapted from Meyers and Marquis Successful Industrial Innovation (7).



Fuente: Jay Paap y Ralph Katz. "Anticipating Disruptive Innovation" en Research Technology Management. 2004.
Fuente: Bill Aulet. Disciplined Entrepreneurship. Wiley and Sons. New Jersey. 2013.

¡Muchas gracias!

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