

# GREEN PATENT ANALYSIS

## Sustainability insights for startups

As a new business, you are focused on driving innovation to benefit your customers and the environment - harvesting sustainable Intellectual Property and filing for patent protection. Taking the next step, a green patent analysis can transform a startup into a takeoff.



### Protect your green IP

Patented inventions are likely to be more valuable if they have sustainable aspects. Knowing which of your assets are most beneficial can also help you detect those most at risk from infringement.



### Adhere to compliance requirements

Following environmental reporting standards will be a necessity for many businesses. Measure your progress and fulfill governmental obligations at the same time by delving into your sustainable innovation activities.



### Enhance innovation strategy

Analyzing your green patents helps you craft and implement a suitable innovation strategy. Prioritize technology development that contributes to long-term goals and ensure your invention pipeline remains focused on green solutions.



### Mitigate legal risks

Mitigating legal risk through a patent analysis allows startups to focus on what they do best: innovating. Survey the IP landscape to be confident your business is not in danger of infringing others' rights.



### Market your potential

A strong portfolio of green patents can also be a powerful marketing tool. Communicating your sustainability to consumers differentiates your startup and helps build trust in your commitment to a positive environmental impact.



### Invest in your future success

As your company develops, you may wish to attract outside capital to fuel growth. Demonstrating a portfolio's green credentials to potential investors can be the ticket to a rocketing forecast.

