

5 Questions

Ruud Peters

CEO & Founder, Peters IP Consultancy,
Former Chief Intellectual Property Officer and
Executive Vice President, Philips

Iprova asked Ruud Peters for a quick interview about today's challenges in R&D and his view on data-driven invention. Here's what he had to say.



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Where do you see today's key challenges for R&D departments?

I see three main challenges for R&D departments. First, businesses are under increasing pressure to bring products to market faster and faster. This means R&D departments need to accelerate their activities too. Second, the cost of R&D has increased significantly over the last ten years and R&D departments are now under increasing pressure to improve their efficiency. And third, in a converging world, products are using increasingly more technologies which makes it harder for R&D departments to find and recruit research employees that can handle all these different technologies.

How does a data-driven invention approach change R&D and the way businesses evolve?

With a data-driven approach more options are generated for future products and services and their features by intelligently combining technologies from a broad spectrum of different technologies. Traditionally, R&D departments are organised in separate technology sectors. This makes it more difficult for these departments to assess and select those options that are the most promising ones for their business and that can add the most value to their customers. So, in order to manage all those options, R&D departments need to reinvent themselves and organise themselves in a way that they can adequately handle data-driven innovation.

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5 Questions about data-driven invention

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Where do you see Iprova adding value to its customers?

Iprova offers customers additional, external R&D capacity that is complementary to their internal R&D capacity. This external capacity is effective in generating forward looking inventions at high speed and with a great level of diversity.

"Iprova's artificial intelligence software augments the role of human inventors allowing them to generate new inventions in a dramatically different way."

What fascinates you about Iprova?

Up to now, inventing has been linked to a unique capability of humans; the brain is there to generate new ideas, new concepts and new inventions. Iprova has completely overthrown this idea with their data-driven approach. Their artificial intelligence software augments the role of human inventors allowing them to generate new inventions in a dramatically different way.

Which three words would you use to describe Iprova's invention approach?

I would say it is ground-breaking, effective and value-adding.

About Iprova

Iprova uses artificial intelligence technology to help make the connections which result in disruptive, commercially relevant inventions. This occurs in real-time, based on day-to-day social, market and technology advances around the world. As a result, the company is able to invent faster and more diversely than previously possible.

Iprova has created inventions that have been the subject of hundreds of patent filings by some of the world's best-known technology-based companies. Iprova's customers are active in many areas including autonomous vehicles, 5G, healthcare, energy and mobile devices.

Granted patents based on Iprova's inventions are cited by companies including Google, Microsoft and IBM.