How the library can help

- Intellectual Property
- Market & Industry Research
- Company & Competitor Information
- Customer & Demographic Information
- Web-Mapping & Data Analysis
- Trade Journals & Industry News
- VC & PE Information
- Subject Specialist Librarians
- And yes – even books.
guides.library.yale.edu/entrepreneurship
Intellectual Property
What is Intellectual Property?

Creation of the mind
There are four kinds of intellectual property:
  Copyrights
  Trademarks
  Trade Secrets
  Patents
What is copyright?

A form of protection provided to the creators of “original works of authorship.”
Includes artistic and literary works.
Works can be registered by the U.S. Copyright Office for a fee.
Term: author’s life plus 70 years.
The US has copyright relations with most countries to honor copyrights.
What is a trademark?

A brand name

May be a word, name, symbol used to identify the source of the goods and services of one owner

Distinguishes them from the goods and services of a competitor.

Term is 10 years; continues indefinitely
What is a trade secret?

Can include a formula, pattern, compilation, program, device, method, technique or process.

Provides a competitive advantage over competitors.

Can last forever if owner keeps it secret. Courts can protect trade secrets against unauthorized disclosure by awarding damages.

Protection is very limited. If a trade secret holder fails to maintain secrecy or if the information is independently discovered, protection is lost.

Not registered with any government authority.
What is a patent?

Right of title to an invention for 20 years
Requires **full** disclosure *(note difference with a trade secret)*
Patent rights only apply to the country where the patent is issued
Why search the patent literature?

Discover prior art
Only source for much technical information
Avoid duplication of research
Find information on a company’s research efforts
Identify experts in a field
Identify new research fronts
Challenges of patent literature

Patents do not include product names
  Final product names and manufacturing processes are determined later

Patent language is difficult
  Legal, technical, descriptive
  Example: The invention herein provides a sealing closure for containers in the form of a hollow finger-engageable stopper having elasticity and flexibility with a slow rate of recovery to provide a non-snapping and noiseless type of cover which is applicable to the lip of the container by hand conformation and removable therefrom by a peeling-off type of procedure. (US 2,487,400)

Patents are not really scientific literature
  Patents are granted for novelty and are not required to demonstrate proof of success
Patent Example

**United States Patent**

**Grober**

(10) Patent No.: US 8,109,816 B1

(54) METHOD AND APPARATUS FOR MEASUREMENT AND ANALYSIS OF A GOLF SWING

(21) Appl. No.: 11/809,120
(22) Filed: May 31, 2007

(51) Int. CL  
A63F 92/04  
(2006.01)
(52) U.S. CL. 463/3; 473/223
(58) Field of Classification Search 463/3; 473/223

See application file for complete search history.

**References Cited**

U.S. PATENT DOCUMENTS
6,192,323 B1 2/2001 Boedun 702/182
6,238,493 B1 5/2001 Lee et al. 702/466
6,385,599 B2 6/2002 Lee et al. 463/380
6,402,545 B2 6/2002 Lee et al. 463/380
6,490,542 B2 1/2001 Boedun 702/182
6,611,792 B2 8/2003 Boedun 463/380
6,638,175 B2 10/2003 Lee et al. 463/380
6,648,798 B2 11/2003 Lee et al. 463/380
6,582,371 B2 12/2003 Boedun et al. 463/380
6,502,890 B2 2/2003 Wright et al. 463/380
7,041,604 B2 5/2006 Wright et al. 463/380

Other references cited:
6,160,100 B2 1/2000 Grober

18 Claims, 8 Drawing Sheets

**ABSTRACT**

A method for analyzing at least one golf swing by using a plurality of accelerometers located proximal ends of a golf club, a signal processing system utilizing a double pendulum model of the swing, aid model for describing swing parameters including an upper portion, a pivot point and a lower portion comprising the steps of entering initial values and golf club parameters, performing a least squares fit using data from the accelerometers, determining module signal from the acceleration data, a pivot point location relative to each accelerometer, calculating a common mode signal, and determining at least one parameter as a function of time using the common mode signal. In a specific embodiment, the step of calculating the pivot point location relative to each accelerometer may include: (i) the step of minimizing the contribution of the common mode signal into the accelerometer signal comprising the module signal and the common mode signal; and (ii) the step of displaying the module signal parameter.
Industry & Market Research

- Market Size
- Performance
- Trends, forecasts, & projections
- Competitors
Do we have this report I found on Google?
Selected Market Research Resources

Statista

Great place to find data and statistics

Examples:

- Global Spending on Personal Robotics from 2010-2020
- Connected home technologies sales in the US from 2012-2016
- Projected full fuel cell electric vehicle sales in the US from 2015-2018
Growth in North American industrial robot sales to end-markets in the first quarter of 2015, by customer segment (over the same period one year before)

- Automotive components: 66%
- Material handling: 33%
- Spot welding: 26%
- Life sciences: 10%
- Coating & dispensing: 9%
- Metals: 7%
- Automotive OEMs: 6%

Source: Website © Statista 2015

Additional information: North America
Selected Market Research Resources

IBIS World Industry Research Reports
Comprehensive and easy to understand with current content
Coverage of more than 700 US industries
Noteworthy: key statistics, product segmentation, industry forecasts

Examples: Snack Food Production in the US (August 2016) 40 pages
Unmanned Aerial Vehicle (UAV) Manufacturing in the US (12/2015)
IBIS World
Selected Market Research Resources

Frost & Sullivan

Provides in-depth market research reports covering specialized, technical industries

Limitations: access is limited to read-only views. Researchers wishing to access a PDF must request through the library

Example: 2016 Global Electric Motors Market Outlook (78 pages)
Selected Market Research Resources

BCC Research

Market research reports and forecasting in advanced materials, biotechnology, chemicals, energy, healthcare, sensors, plastics, nanotechnology, and other emerging technologies.

Examples:
Mobile Wallet Technologies: Global Markets (209 pages)
Global Markets for Telemedicine Technologies (167 pages)
Global Markets for Telemedicine Technologies

SUMMARY FIGURE

Source: BCC Research
More Market Research Resources

**S&P NetAdvantage**  
Provides industry reports and overviews for 56 industries. Reports feature coverage of the current environment and how an industry operates. Limitations: the number of industries covered may be too general. Example report: **Biotechnology (August 2016) 68 pages**

**Gartner**  
Information Technology industry research, reports, and trends. Example: **Hype Cycle for Mobile Device Technologies, 2016 (65 pages)**

**Technavio** (available through Factiva)  
Covers IT, energy, engineering, consumer products, automotive, telecommunications and more. Enter *Technavio* into the source field and search by keywords or phrases. Example: **Global Music Market 2016-2020 (42 pages)**
Company & Competitor Information

- Screen or Search for Companies
- Company Profiles & Overviews
- Corporate Structure
- Supply chain & business relationships
- Comparables

Bloomberg
FACTSET
ONESOURCE
PrivCo
S&P Capital IQ
Source for business and financial data on major, non-publicly traded corporations, including family owned, private equity owned, venture backed, and international unlisted companies.

Notable feature: Industry and sectors are aligned with new businesses. Ex. Sharing Economy, FinTech, IoT

Limitations: Inconsistent coverage
Customer & Demographic Information

- Demographics
- Psychographics
- Location Analysis
Mintel

Full-text market research reports for the U.S. and UK and global trend spotting

Mintel reports feature market drivers, market size and trends, market segmentation, supply structure, advertising and promotion, retail distribution, consumer characteristics, and market forecasts.

Limitations: Outside of UK, no international coverage; emphasis on consumer goods

Researchers must agree to Mintel’s terms of use and register for an individual account, in addition to being on the Yale Network.
Transforming interest to purchase intent to purchases a challenge

Ownership for most of the newer technology products surveyed is below 10% of consumers; the only products with higher rates of ownership are convertible laptop/tablet devices and smart thermostats. However, Mintel data shows significant interest for nearly all products. This suggests that the primary challenge from a marketing perspective will be in communicating the advantages of these technology devices to consumers rather than building general awareness, particularly for the five products shown.

However, it is worth noting that one technology product — 8K television — did show a more significant lack of consumer knowledge when compared to other products; some 34% of respondents said they didn’t know what the product is (see Databook – Consumers’ interest in new technology products).

Figure 33: Consumers’ Interest In New Technology Products, June 2016
Base: 2,000 internet users aged 18+

*Below is a list of products that are either still in development, or have been released recently to only a very few number of people. Please select the response that best fits how you feel about each product.*

- Convertible laptop/tablet
  - 14% (51%)

- Smart thermostat
  - 13% (46%)

- Smart speaker with digital assistant (e.g. Amazon Echo with Alexa)
  - 9% (37%)

- Smart door locks
  - 9% (46%)

- Virtual reality headset
  - 8% (36%)
Swipe to Shop

09 May 2016 - US
US-based Snapchat’s newest feature allows users to shop directly from ads.

Supported Trends: Life Hacking

“62% of internet users ages 25-34 reported to have interest in making purchases on their mobile phones.
Mobile Phones - US, March 2016

Go To Observation
Passport (by Euromonitor)

Provides statistics, analysis, reports, surveys and breaking news on consumer products, commercial industries, national and global economies and consumers worldwide.

Features: Industry and consumer overviews, product pricing, brand shares, and other hard to find statistics.

Limitations: Coverage varies across industries and countries.

Researchers must agree to Passports terms of use and register for an individual account, in addition to being on the Yale Network.
Passport (by Euromonitor)

In 2030

What will the major milestones be?

Life Expectancy

Life Expectancy
Years at Birth

LIFE EXPECTANCY
Years at Birth

HEALTHY LIFE EXPECTANCY GAP
Years

USA

9.5

China

8.9

GENDER GAP IN LIFE EXPECTANCY
Difference in years between male and female

3.9

2.7
Electricity sector: Strengths, weaknesses, opportunities and threats

**STRENGTHS**
- Electricity supply is an essential service upon which modern society depends.
- There are abundant fuel resources for electricity generation, both fossil and renewable.
- Subsidies and clean energy procurement policies are being advanced by governments.

**WEAKNESSES**
- Infrastructure specifics, hindering electricity fuel mix changes and negatively affecting supply to demand balance (e.g., inflexible power grids).
- Dependency on geographical situation, infrastructure and natural resources.
- Strong reliance on fossil fuels.

**OPPORTUNITIES**
- Rapid global urbanisation rates ensuring stable electricity demand growth.
- The increasing popularity of, and new markets for electricity consuming innovations, such as electric vehicles.
- Technological advancements allowing swifter and less costly energy mix transformation.

**THREATS**
- Surging demand, putting industry under pressure to follow up with generation capacity expansion.
- Volatility in prices of fuel mix substitutes.
- Inconsistent regulations, leading to supply dips and blackouts.
- Undesirable outcomes of environmental policies (e.g., growth of coal generation due to nuclear phase-out).
Web-Mapping and Data Analysis

Location-based analysis
Spatio-temporal patterns
Public domain and licensed datasets

Limitations:
- Granularity (time and geographic scale)
- Date ranges
- Coverage mostly U.S.
SimplyMap

Features data from:
  - U.S. Census
  - Mediamark MRI
  - EASI Analytics
  - Dun & Bradstreet

Users can create individual accounts to save searches or maps
Add variables and businesses
Esri Business Analyst Web Apps

Featured analysis:
- Driving-time
- Market-rings (1, 3, 5 mi)
- Smart maps

Featured 8,000+ variables:
- ReferenceUSA
- Government data
- Traffic data

Limitations: Date ranges depend on data source
- World data and mostly U.S. data on licensed data
- Users can upload their own data
- Data-sharing platform
Esri Business Analyst Web Apps
Esri Business Analyst

Drive Time Analysis

Traffic Count Report
PolicyMap

3-layer map
Data uploader

Data
- Demographics
- Incomes & Spending
- Housing
- Lending Activity
- Quality of Life
- Economy
- Education
- Health
- Federal Guidelines
- Analytics
ReferenceUSA

24M Businesses 2016
183M Businesses 2003-2015
Keep Current: Trade Journals and News

Yale Library Databases
http://guides.library.yale.edu/az.php

ABI/Inform Collection (ProQuest)

Business Source Complete (EBSCO)
Yale University Library

A-Z Databases
Find the best library databases for your research.

1840 DATABASES
Search for Databases

1840 Databases found

A

Abbreviationes Online

ABI/INFORM Collection
Formerly known as ABI/INFORM Complete

ABI/INFORM Dateline

ABI/INFORM Global

ABI/INFORM Trade & Industry

About Herbs, Botanicals & other Products

Academia Historica

Academic Search Premier

Access Emergency Medicine

Off-Campus Access to E-Resources

Ask Us

Sorry, chat is offline but you can still get help.

Search our Knowledgebase and/or submit your question
Keep Current: News

LexisNexis Academic
Features industry news and information on over 80 million companies.

Factiva
Find profiles and news for both private and public companies.
VC & PE Information

Search for firms by industry, geography, and other investment preferences
Search of portfolio companies
Search for previous venture deals
Build lists & export to excel
Subject Specialist Librarians

http://web.library.yale.edu/subject-specialists
http://guides.library.yale.edu/
Suggested Reading on Entrepreneurship