VALUENEX

グローバル知財戦略フォーラム2022
パネルディスカッション
日時： 2022/02/22 13:00-14:45
場所：オンライン

See what others can't.

INTANGIBLE TO TANGIBLE

見えてないものを可視化する

Tatsuo Nakamura
VALUENEX CEO & Founder

Agenda

01 VALUENEXとは?

02 WHITE SPACE / ホワイトスペース

03 EXPONENTIAL CURVE / 指数関数的変化

04 HIDDEN GEMS / 隠された秘宝

05 CONCLUSION / 結論

VALUENEX

Tatsuo Nakamura 中村 達生

President & Founder, VALUENEX

San Francisco Bay Area & Tokyo

15+ YEARS
Mitsubishi Research Institute
Consultant • Operations I IP I Data Mining

4 YEARS
University of Tokyo
Faculty Member

15+ YEARS
Waseda University
P/T Lecturer • Big Data analysis methods

2006
VALUENEX founded
Big Data & Predictive Analytics company

2018
VALUENEX listed
on **Tokyo Stock Exchange**

2019 US – Japan Innovation Award
JAPIO Presidents Award

www.linkedin.com/in/tatsuo-nakamura-78b46a10

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VALUENEX at a glance / VALUENEXとは?

VALUENEX is a big data predictive analytics company that specializes in **text data visualization through its proprietary algorithms** to detect trends and white spaces focusing on **strategy development and decision guidance** – performing 100+ **consultation projects** per year to leading companies and public institutions – as well as an **analytics platform licensor**.

45% **Global Fortune500**
Japanese companies

72% **Thomson Global Innovator 100**
Japanese companies

250+
MAJOR CORPORATE CLIENTS

20+
INDUSTRIES

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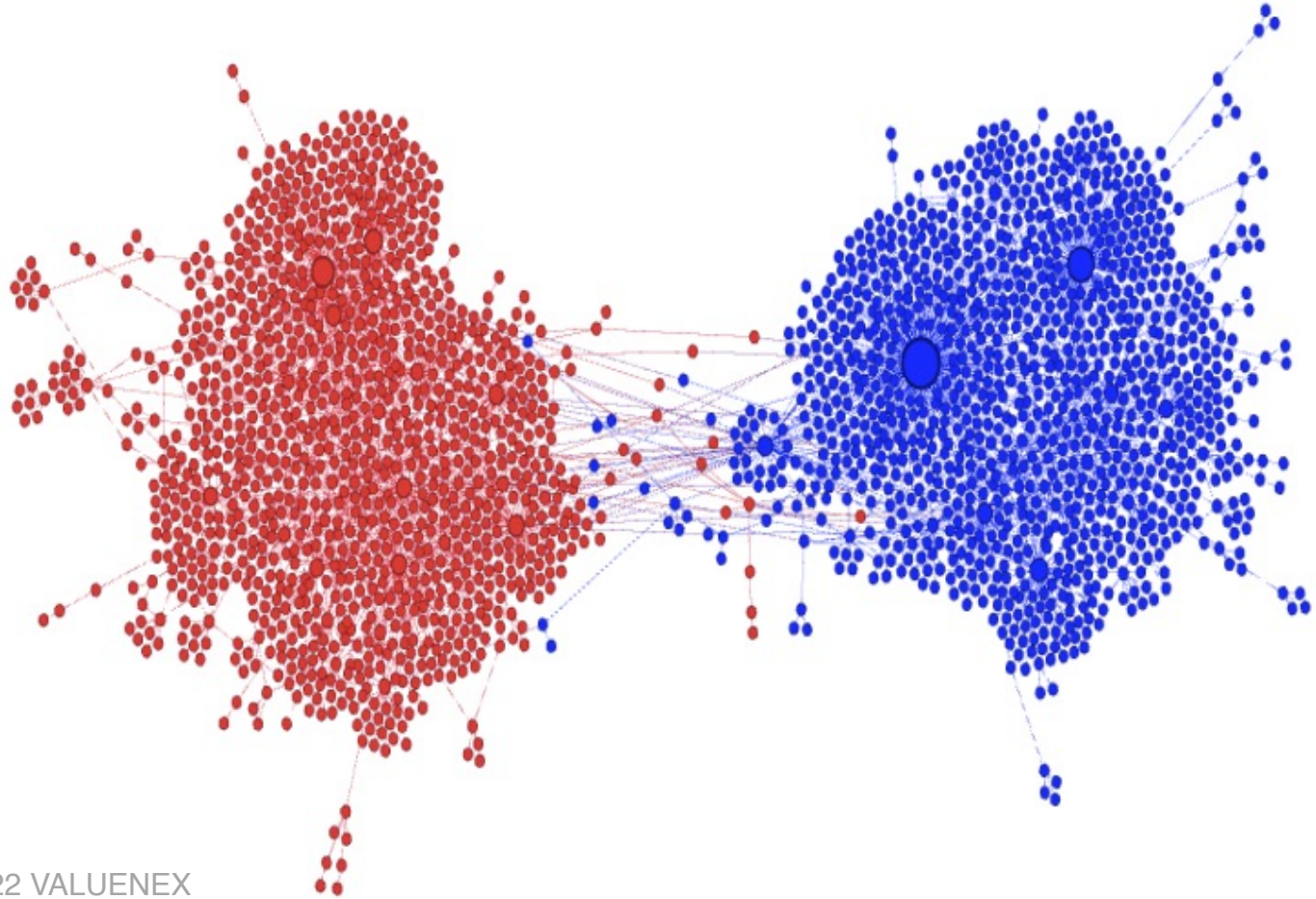
Echo Chambers and Filter Bubbles /
エコーチェンバーとフィルターバブル

People mistakenly believe that they have access to the world's information. In fact, they are trapped in ‘comfortable information’.
Comfortable information is just the information that you give off that bounces back to you.



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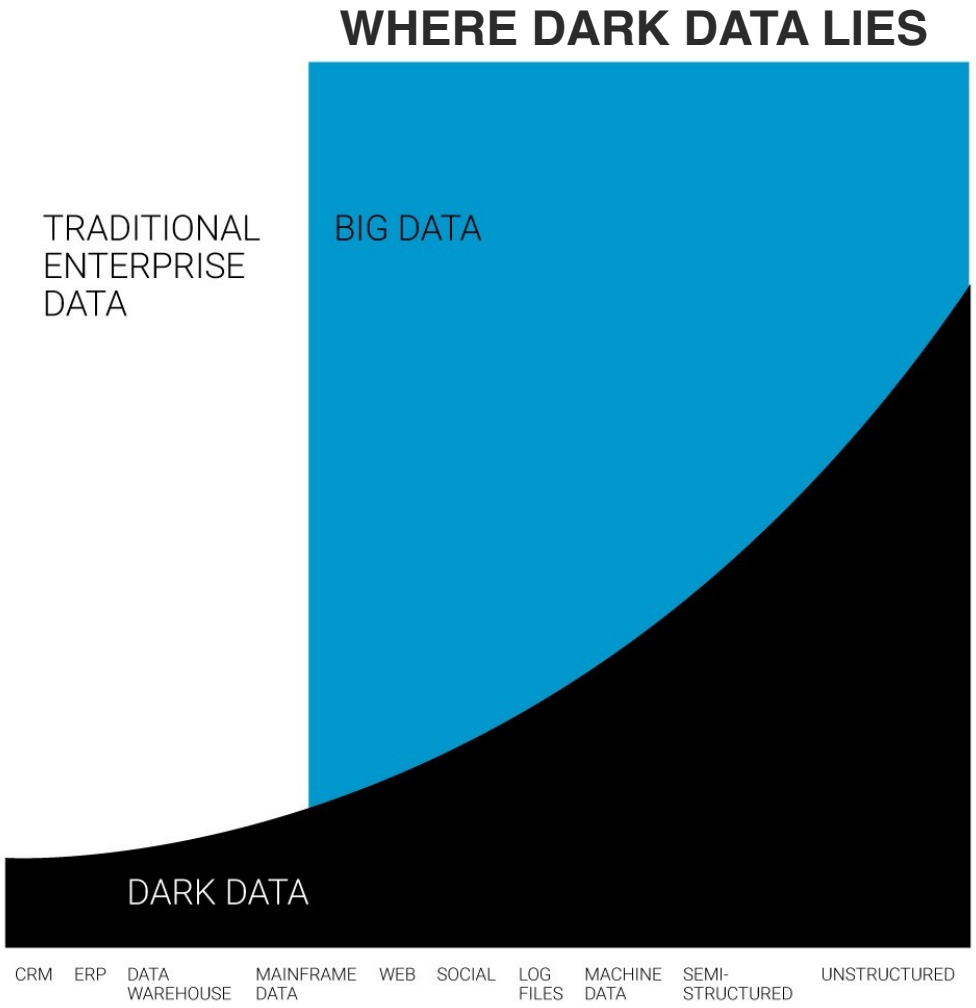
We are influenced by data we cannot see.



https://medium.com/untrite/what-is-the-dark-data-and-why-should-organisations-start-looking-into-it-61cdba7aab8f

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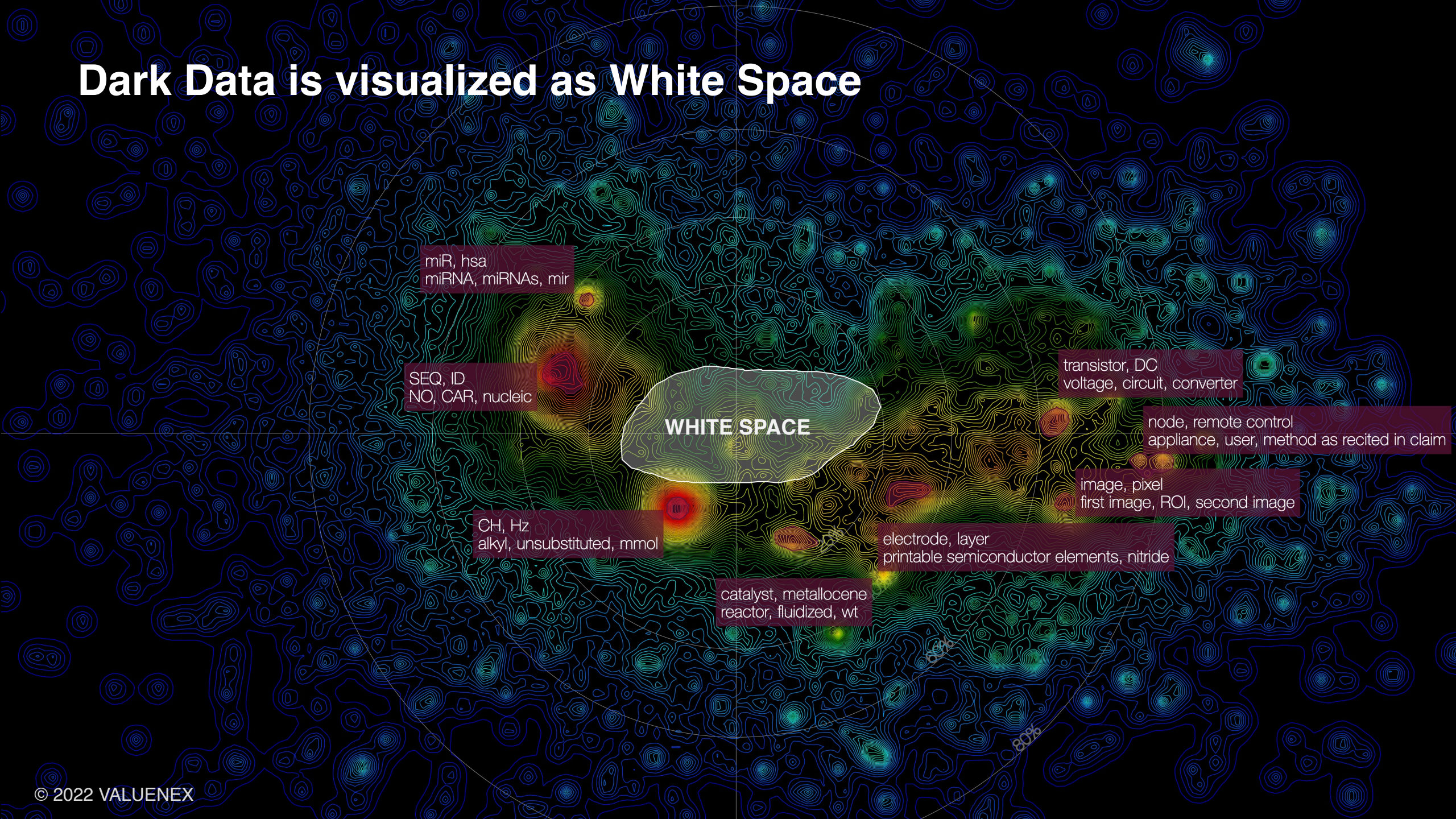
Dark Data is visualized as White Space



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Three types of White Space in R&D

NICHE AREAS
that no-one has noticed

SECRET AREAS
that are purposefully hidden

IMPOSSIBLE AREAS
that can’t be implemented

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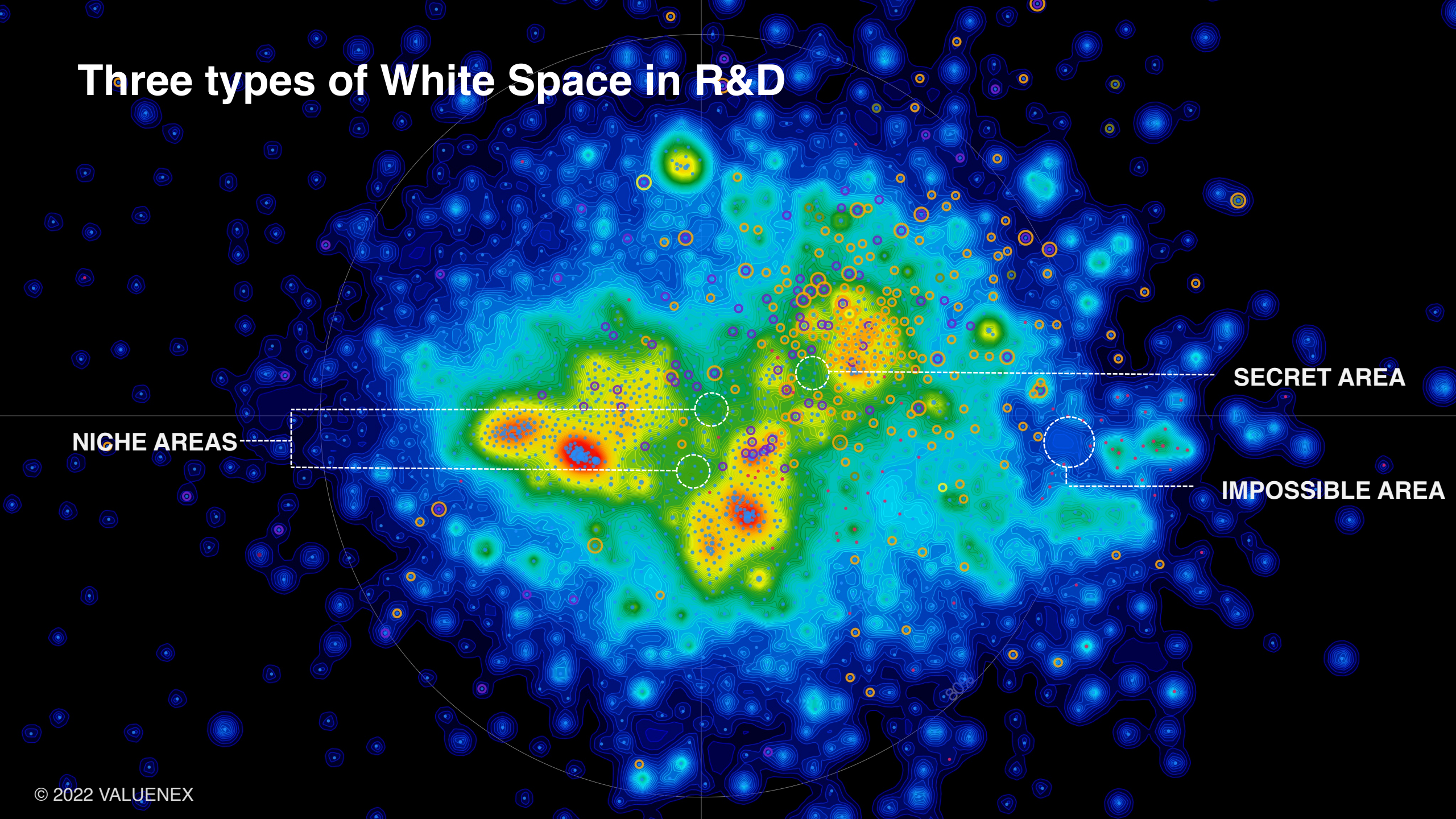
Three types of White Space in R&D



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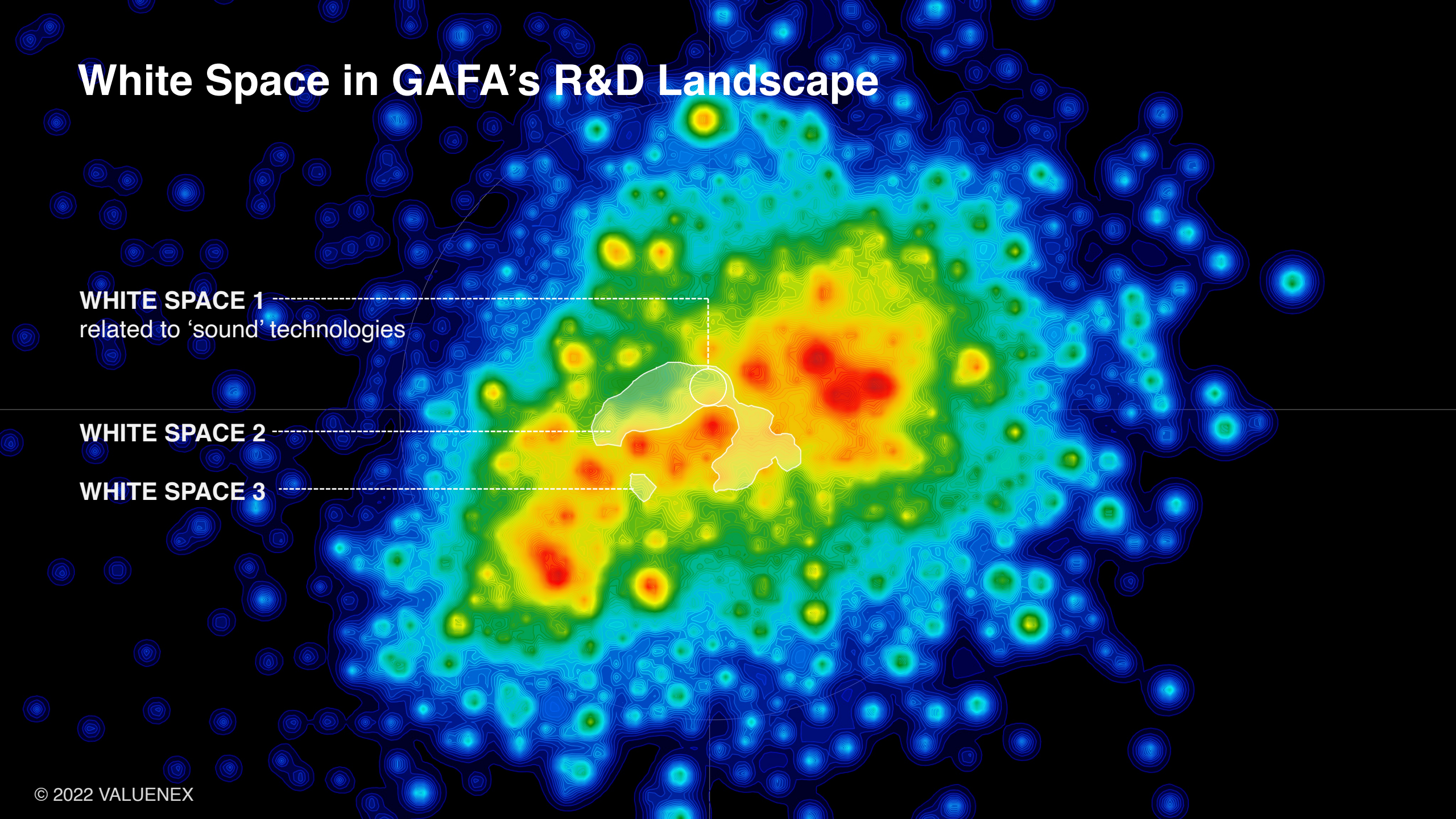
White Space in GAFA's R&D Landscape



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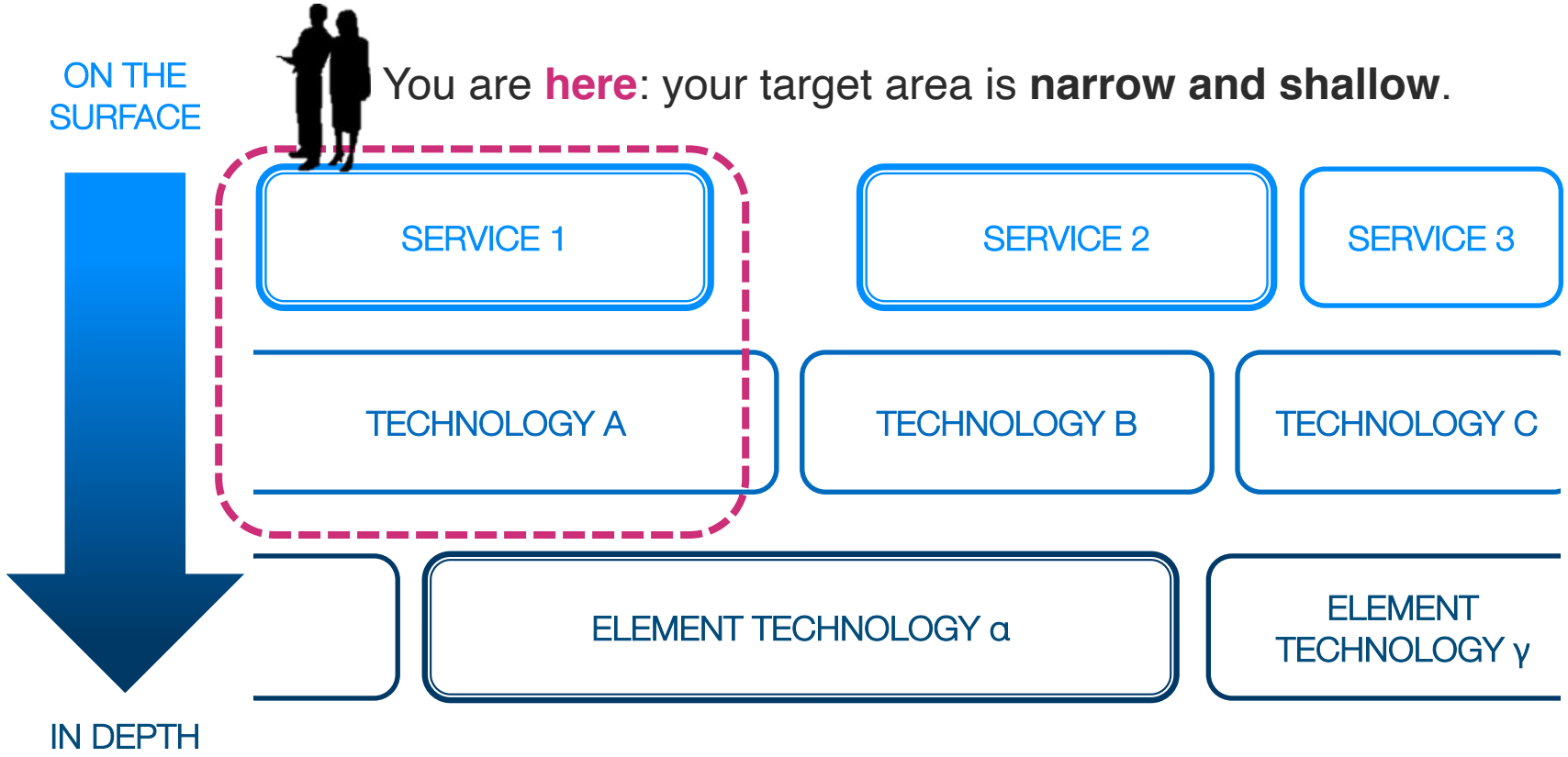
Method to Discover New Services…



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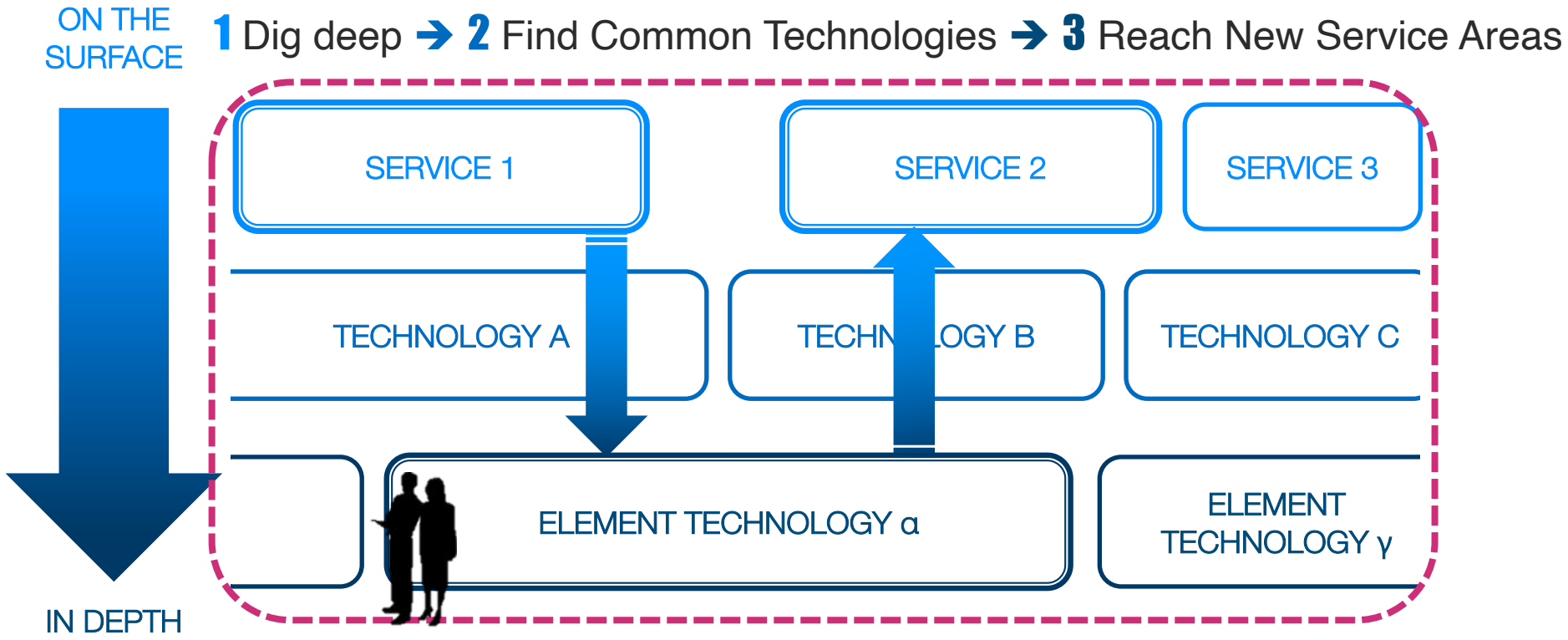
…with Panoramic View



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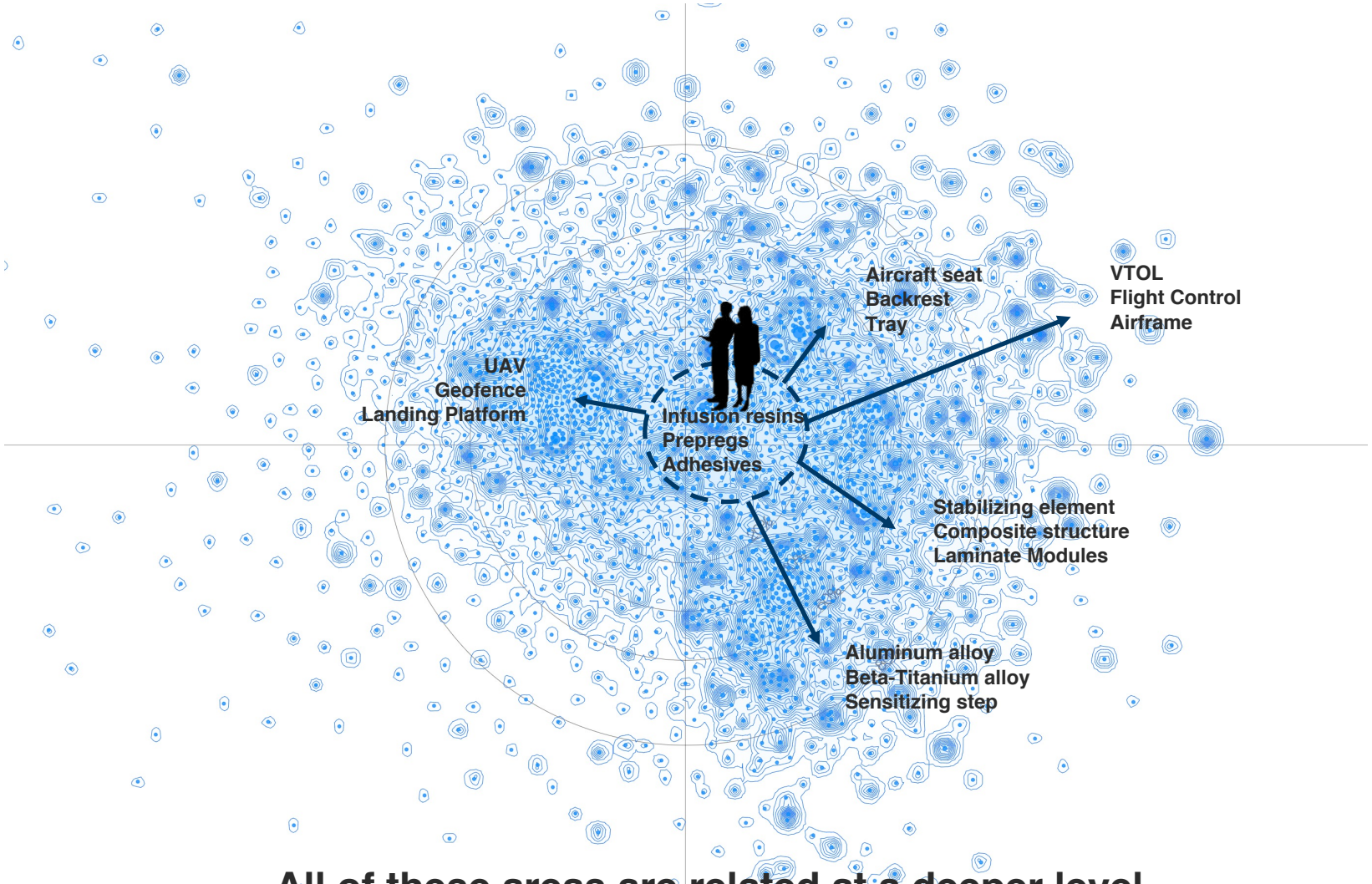
Reach New Areas



All of these areas are related at a deeper level.

'VTOL Aircraft' Concept Query • 10,000 USPTO Apps • 2008-2018 • 2,316 clusters

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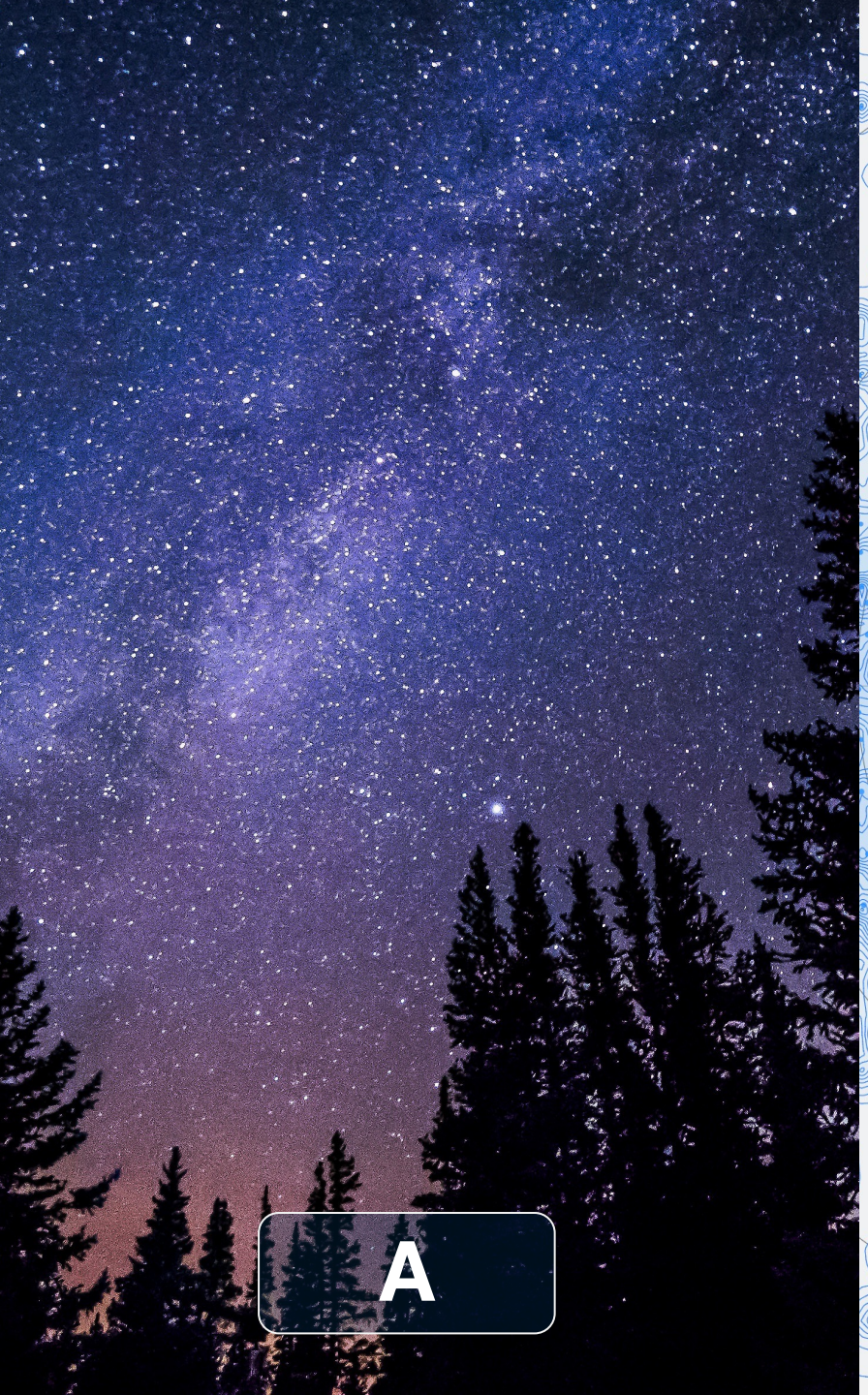

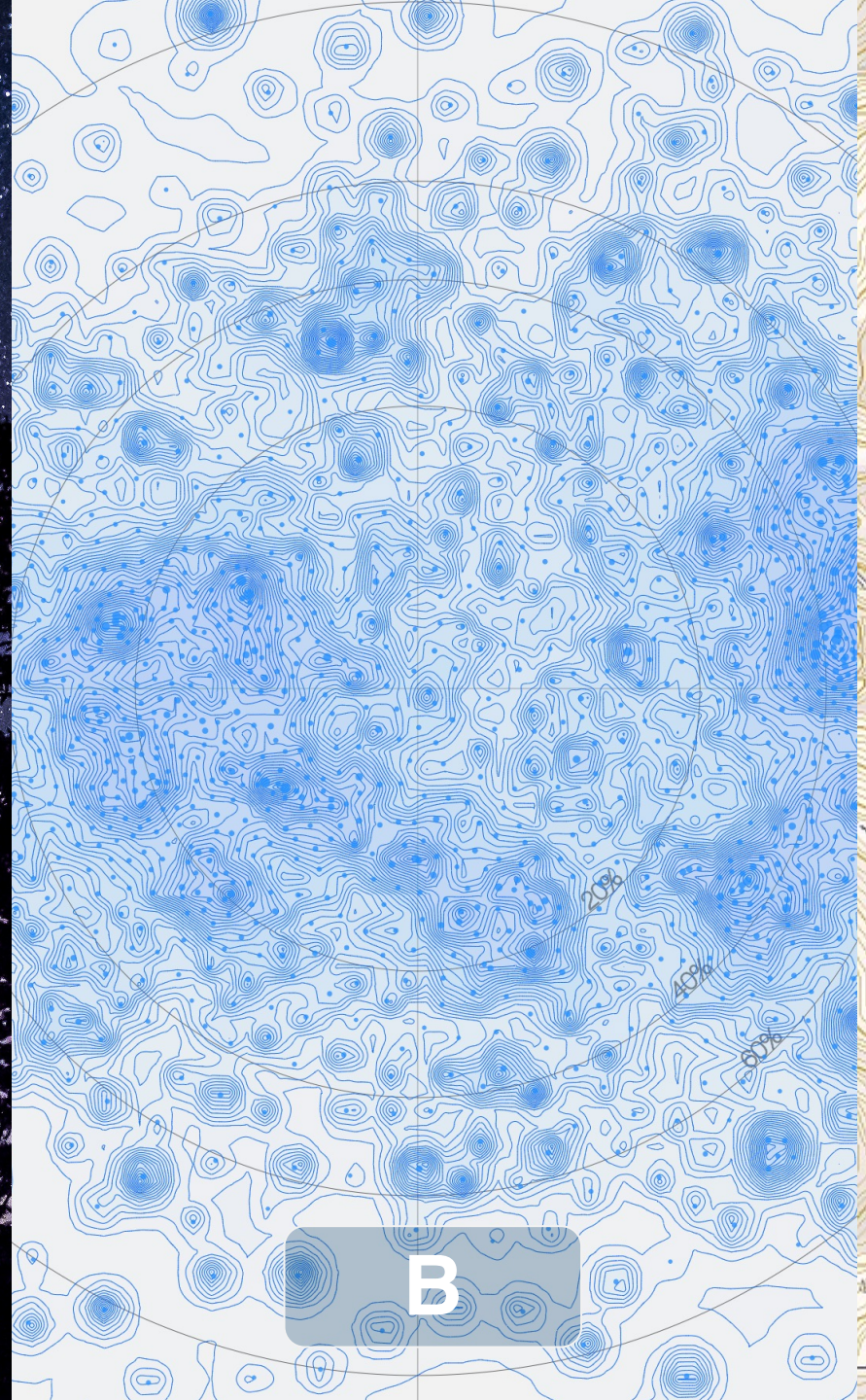

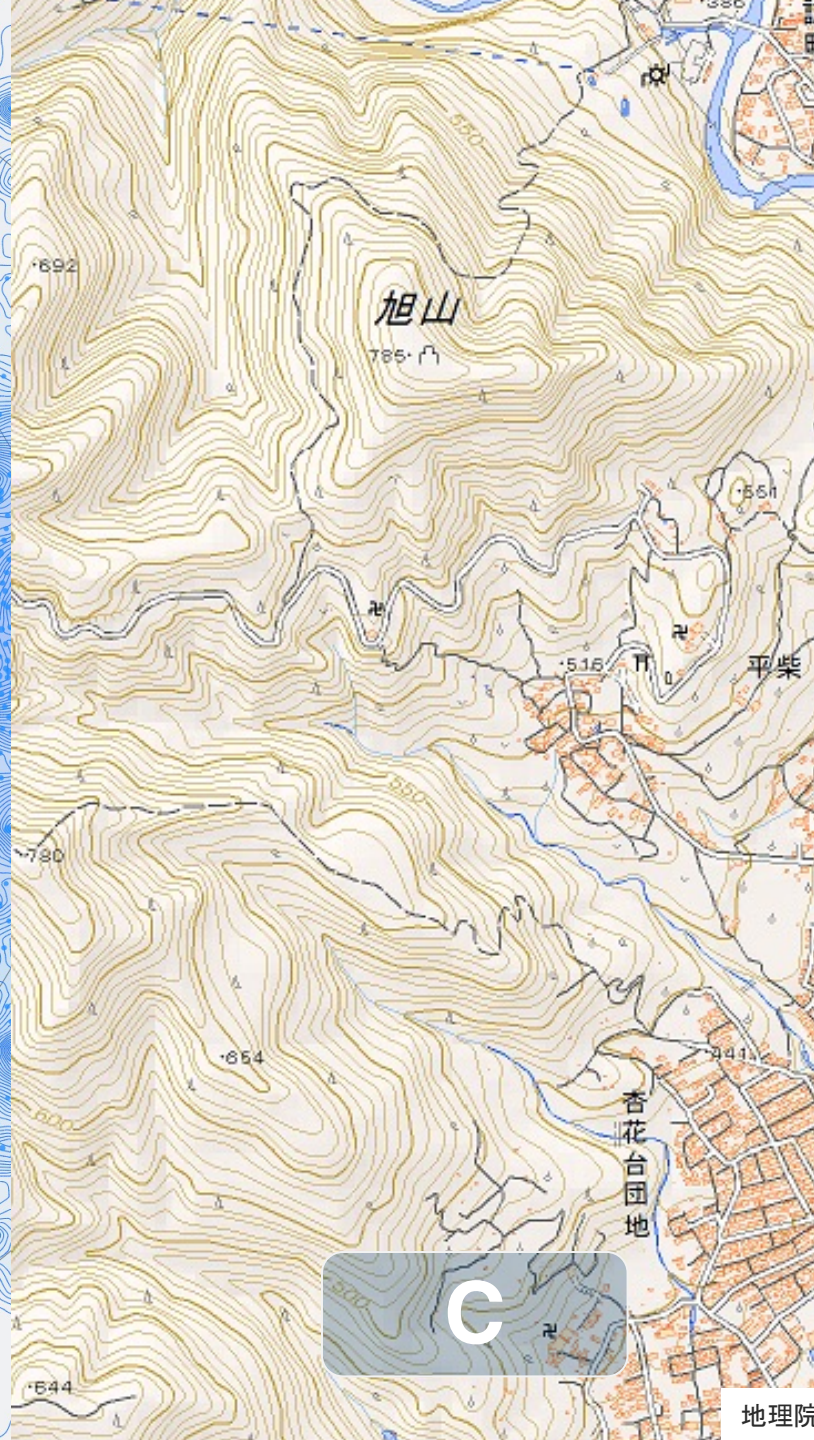

地理院

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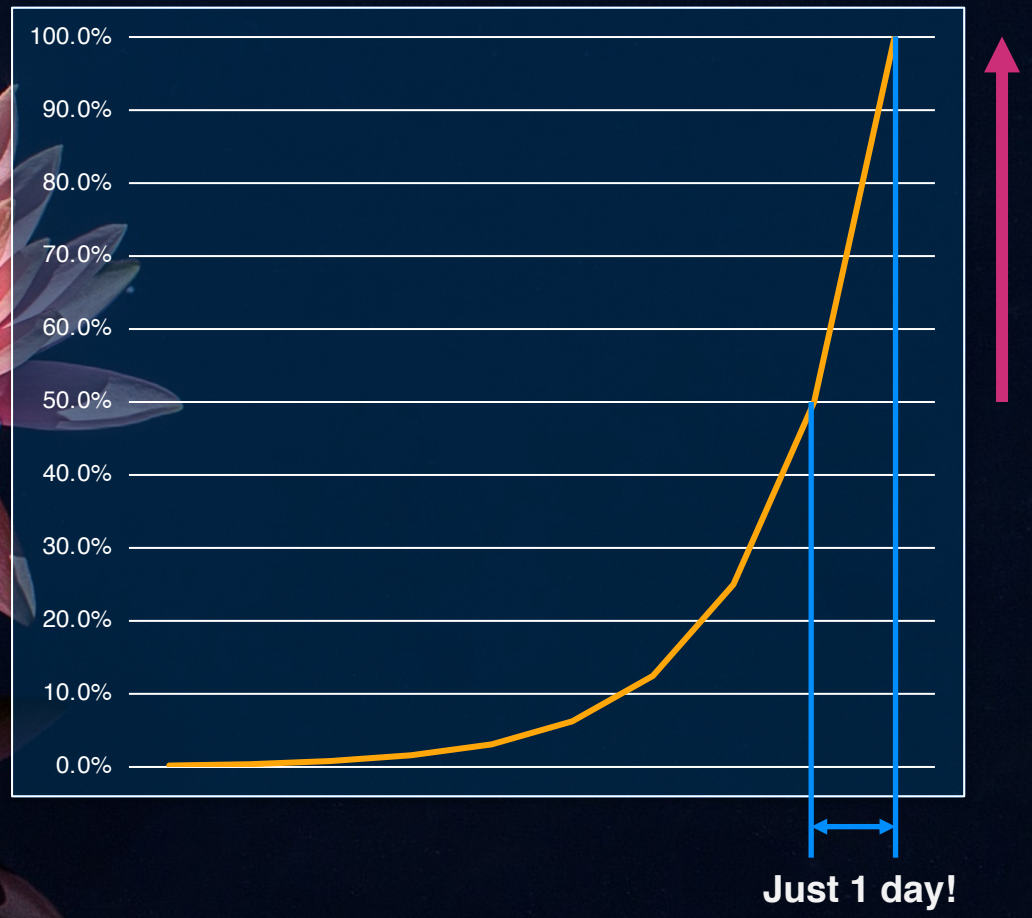
Lotus flowers spread faster than you'd expect!



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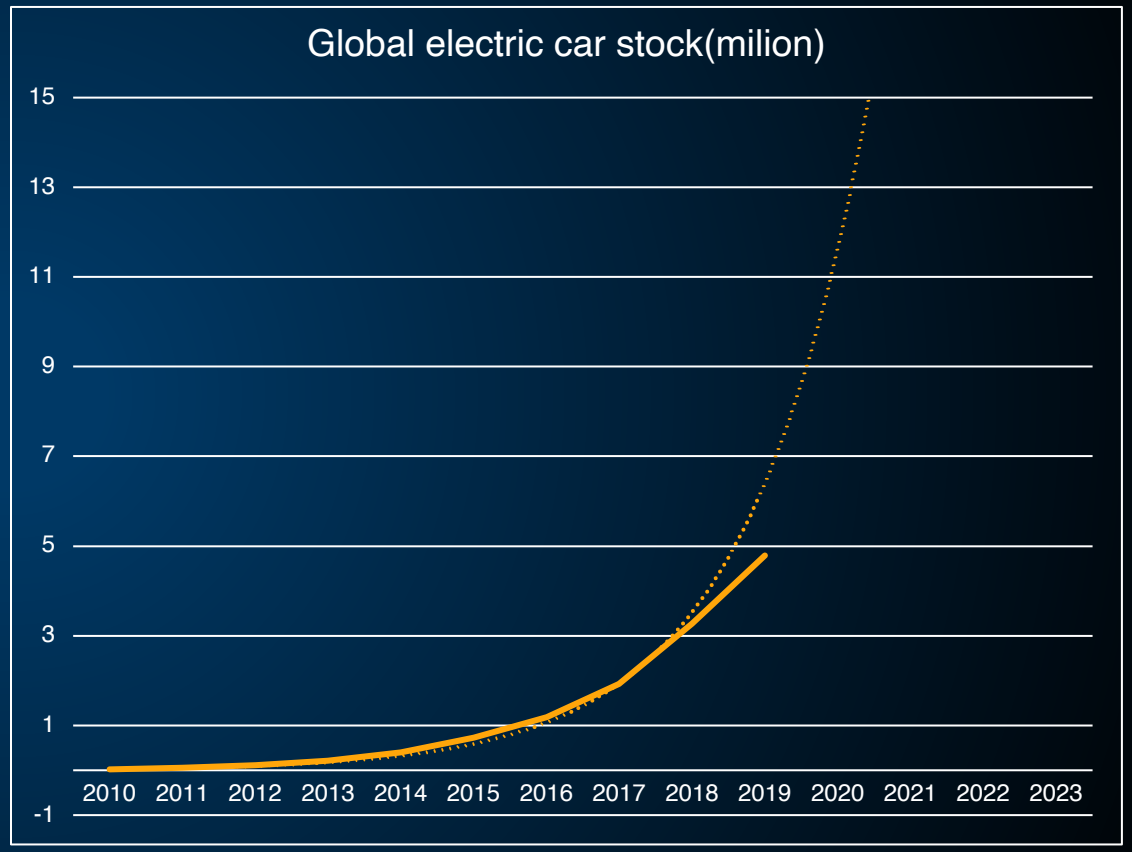
Number of Electric Vehicles increasing exponentially

In 2019, the worldwide market share of electric cars was at 2.6%

How many years do traditional automobile companies have to change their business?



Source : Global EV Outlook 2020

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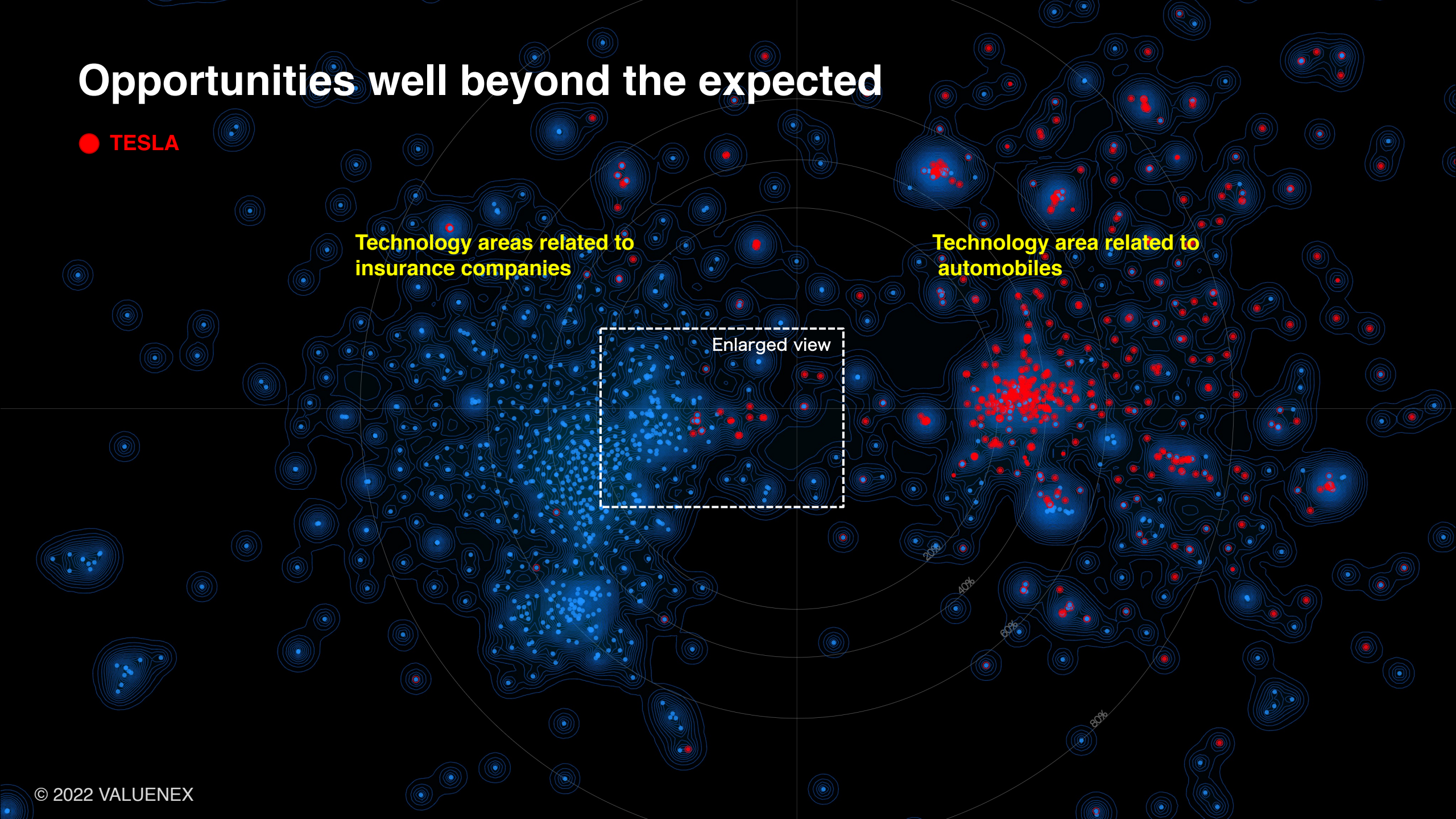
Opportunities well beyond the expected



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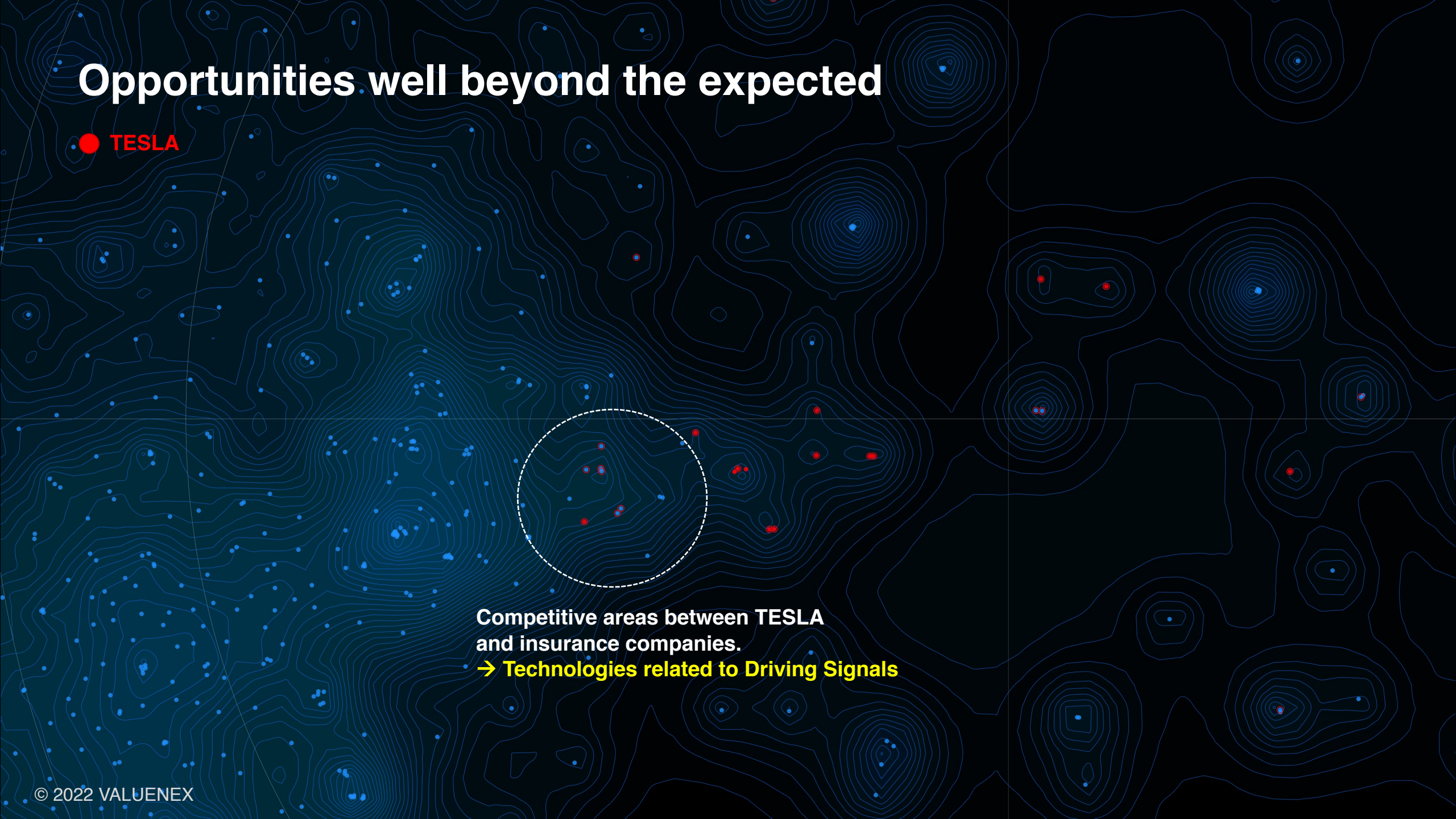
Opportunities well beyond the expected



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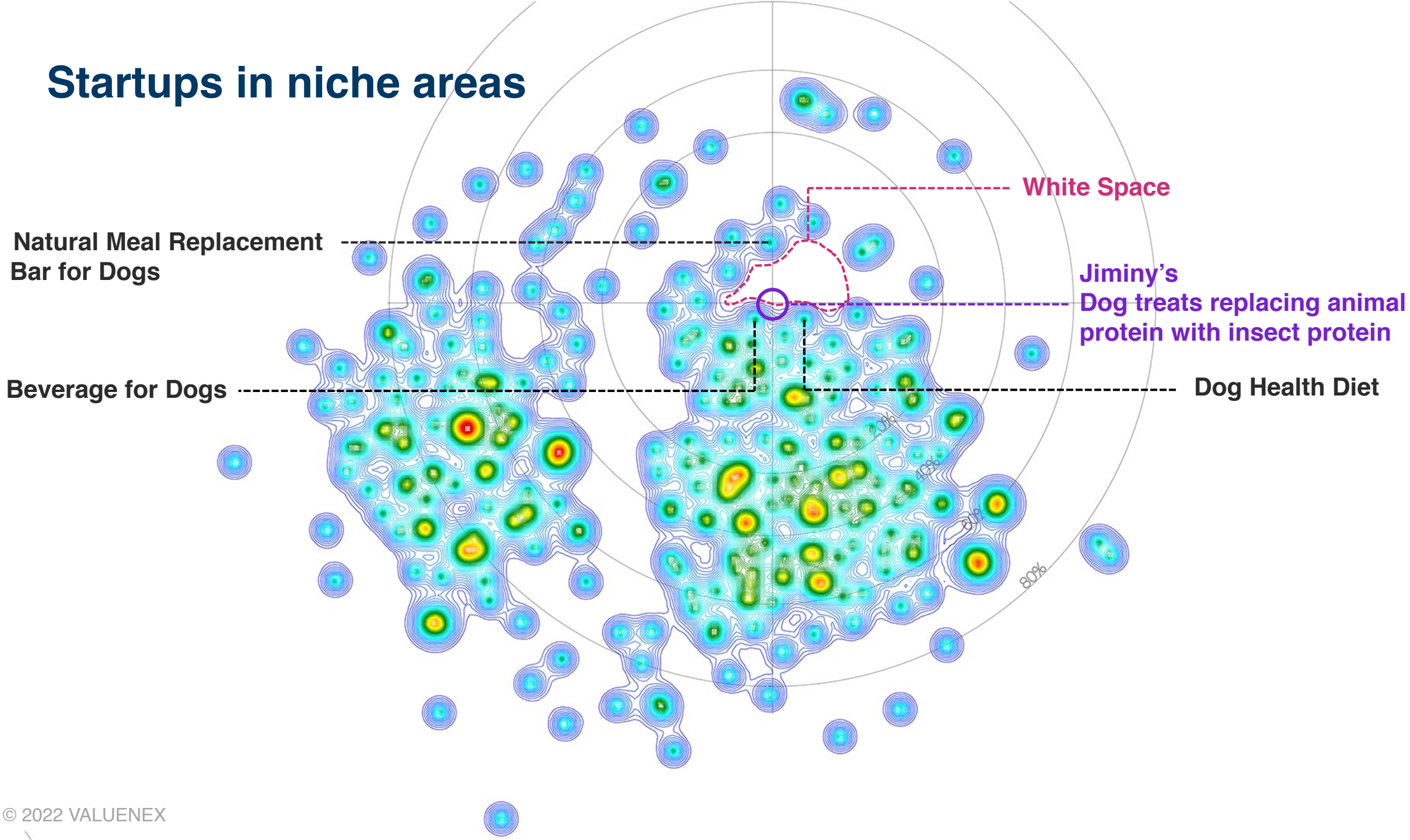
Startups in niche areas



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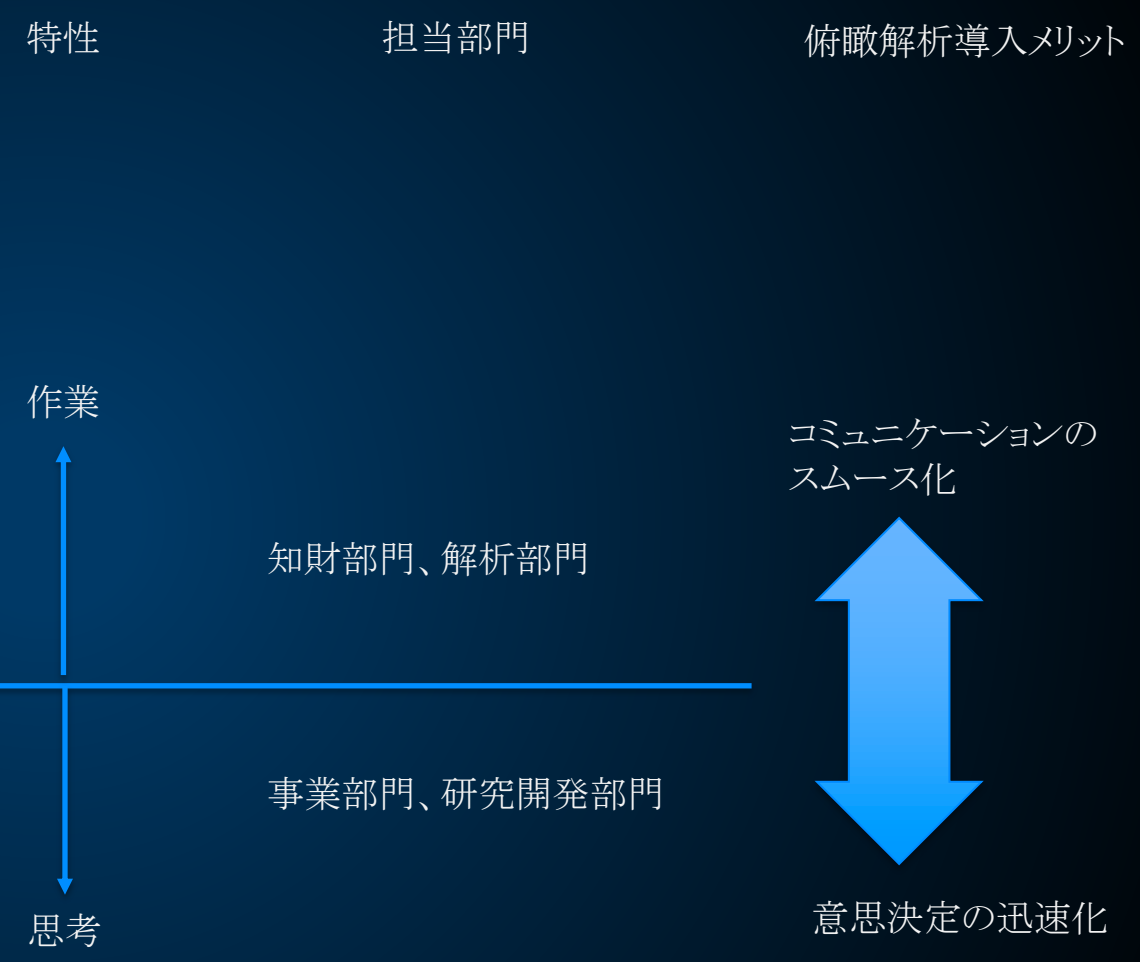
俯瞰図から即座にストーリーを読み解くには?

- 俯瞰図の適正さ確認
- 時系列情報の有無
- 中心は何か
- メジャーな領域は何か
- 軸の存在確認
- 主なキーワードの偏在：クイックハイライト
- 気になる言葉の所在確認 ： フィルター機能
- 関係性の抽出
- 「つまり」の考察



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Conclusion

- 指数関数的な変化の時代に突入
- 過去の延長だけでは未来は予測できない
- 本来あるべきデータ(ダークデータ)、まだ未踏のエリア(ホワイトスペース)を俯瞰的かつ客観的に可視化することから始めるべき
- データの背後にあるストーリーを読み解きビジネスに繋げる

▼

気づきの創出、合意形成の時間短縮、再現性の向上、そして、予期せぬ変化への復元力(レジリエンス)の獲得

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intellectual innovator

FOR MORE INFORMATION:

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