

LKN FIWARE Case Study

April 2016

Project Name:	Linknovate.com (LKN)	Company Name:	Linknovate SL
FIWARE Accelerator:	finodex	Country:	Spain
Funding Period:	From June 2013 (funds received by Angels and H2020 grants), and from March/April 2015 (funds received by FINODEX)		
Grant Funding:	270,000 € (total). 120,000 € through Finodex.		
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Target Sector:	Horizontal	Email:	manuel@linknovate.com

Vision and Market Need

Linknovate's SL solution (LKN) value proposition is to address problems coming from professionals in companies that are:

- Doing New Product Development (NPD);
- solving a technical challenge, or
- simply getting insights on an emerging topic (e.g. biometric sensors, virtual reality, wearables, etc).

LKN is a tool to finally identify those super innovative small ventures: all those small-medium business, startups and innovators with amazing technologies and business ideas, who need more visibility. On the other side, LKN's client companies need better business intelligence tools to track potential partners, clients and competitors. The product is a sort of "discovery engine", that tries to help its users discover what they do not know; as opposed to search, where you typically know what results to expect.

Linknovate's vision is to facilitate a faster adoption of innovation by connecting people who have already been working on very challenging issues, for example innovative SMEs and excellent R&D groups who have exotic and niche field expertise in Universities, and make them more visible to potential partners, and clients.

The main features of LKN include:

- Discovery experience (Great data visualization / design)
- Fresh data (recent data and user generated data) and contact information
- Tracking of entities and/or topics
- As a service: primary research for emerging topics (On demand, per project)

Innovation is not currently a high budget item among enterprises. LKN supports state-of-the-art data mining and machine learning.

Market Potential

The need to detect and understand emerging technologies and the key-players behind those was validated by LKN's clients including companies such as Jabil Inc, Tolsa, Repsol SA, Bühler AG and by significant research around the globe already registered in Linknovate.com.

The LKN's value proposition for end users is the fast access to insights on emerging topics. The company does this via its web app, Linknovate.com and also in more personalized ways, as a service to its clients, depending on their specific needs.

LKN used a bottom up approach to evaluate the target market potential and reached an estimation of €1.5 billion (as the "early" market that can be targeted based on the number of companies that are in the world similar to the ones already paying and using the product). LKN believes that the critical parameter is the growth rate for this market. At some point

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innovation is going to be how companies survive or die. Business intelligence and Market Research for emerging technologies is in the 'Stone Age', LKN wants to change this. In fact, software is proving this in many industries already.

LKN's target market are Innovators in any company (big or small), technologists typically at mid to big companies (R&D managers, open innovation professionals, advanced technologies officers) and strategists, also typically at mid to big companies.

The strategies implemented for customer acquisition are:

- User acquisition via organic search (Google, Bing) is our main strategy
- Direct contact (pur network, mailing, LinkedIn, ..)
- Indirect channel (through innovation consultancies and freelances)

Linknovate is working with more than 20 F500 corporations and many more Small Medium Businesses. Linknovate SL plans to scale up by offering features automated enough and cheap enough that anyone can use it, even researchers and students.

FIWARE Usage

The main benefits offered by the FIWARE Acceleration programme are the network/community, especially technical staff, and the opportunity to test fast for experimentation.

Currently, LKN implements the following FIWARE Generic Enablers: BigData Analysis, 3D-UI-XML3D, Configuration Manager-Orion Context Broker.

Competitive Positioning

Direct competitors include patent analysis tools (Thomson Innovation, Innography, Goldfire, etc), expert search based on publications such as Scopus (Elsevier) and other intelligence software tools. Google and Market Research reports companies (e.g. Forrester) are indirect competitors.

LKN is different from these offerings in relation to the discovery experience and the data used. It uses fresh and updated data in terms of patent and publications that allows customer to save time during the search. LKN facilitates expert intel to support pre-screening of a potential business opportunity or a technical challenge.

Patent analysis alone is inherently flawed: with today's technological changes, this feels like trying to predict the future by looking in a rearview mirror (Patent data is tech done 1-2, even 3 years back in best cases). LKN likes patents data, but there's so much more out there, and much more recent.

Business Model

LKN is a B2B company and has two revenue streams: one comes from their web application which has a subscription model (Freemium), and the second is on a project basis.

Under the subscription model (Freemium) LKN's clients can perform as many searches as needed for free and access some premium features such as downloading the data, graphs, and contact info. Under the Competitive Intelligence Reports (on a project basis) LKN provides clients a more personalized search through its own platform and other software tools. The LKN monthly subscription is tiered and ranges from €50 to €400 (depending on premium features) with a discount for yearly subscriptions. The price per project ranges from €5,000 to €9,000 per vertical (depending on client requirements). Other potential revenue streams in the future could include hyper targeted ads

Main Achievements to date

LKN has received the followed external recognitions/awards:



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- Stanford University accelerator program, StartX (2013)
- H2020 ICT grant in Cloud Computing (2014)
- Finodex winners (2015)
- Microsoft Ventures Berlin (selected among >500 companies) (2016)

Researchers in emerging countries such as Brazil, India, Ecuador, etc who access the basic version for free and write to LKN asking for more features and saying that they love what LKN does.