

CLIENT ENGAGEMENT ASSOCIATE- GREYB

Submitted in partial fulfillment of the requirement for the degree of

Bachelor of Technology

in

Computer Science and Engineering/Information Technology

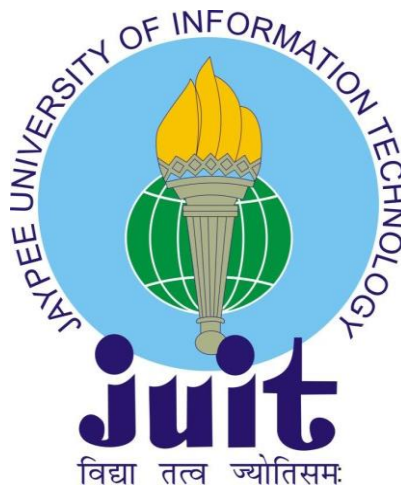
By

Varun Khullar (191261)

Under the supervision of

Dr. Ekta Gandotra

to



Department of Computer Science & Engineering and Information

Technology

Jaypee University of Information Technology Waknaghat, Solan-

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Candidate's Declaration

I hereby declare that the work presented in this report entitled “ **Client Engagement Associate - GREYB**” in partial fulfillment of the requirements for the award of the degree of **Bachelor of Technology in Computer Science and Engineering/Information Technology** submitted in the department of Computer Science & Engineering and Information Technology, Jaypee University of Information Technology Wagnaghat is an authentic record of my own work carried out over a period from February ‘2023 to May ‘2023 under the supervision of **Dr. Ekta Gandotra** (Associate Professor).

The matter embodied in the report has not been submitted for the award of any other degree or diploma.

Varun Khullar,191261

This is to certify that the above statement made by the candidate is true to the best of my knowledge.

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ACKNOWLEDGEMENT

The internship opportunity we had with GreyB has been a great chance for learning and professional development. Therefore, I consider myself lucky to get an opportunity to be a part of GreyB. I am also grateful for having a chance to meet so many wonderful people and professionals who guided me through this internship period.

I am using this opportunity to express our deepest gratitude to Mr. Jatin Shukla, Manager at GreyB who in spite of being extraordinarily busy with his duties, took time out to hear, guide and keep me on the correct path and allow us to carry out our work at their esteemed organization and extend during the training.

I choose this moment to acknowledge their contribution gratefully.

I perceive this opportunity as a big milestone in my career development. Will strive to use gained skills and knowledge in the best possible way, and we will continue to work on their improvement, in order to attain desired career objectives. I would like to thank my colleagues, for their help and cooperation and for remaining interactive with me during the times I needed their help and support.

I express my heartiest thanks and gratefulness to almighty God for His divine blessing makes it possible to complete the project work successfully.

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Varun Khullar (191261)

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List of Abbreviations

S.no.	Abbr.	Full Form
1	FTO	Freedom To Operate
2	PCT	Patent Cooperation Treaty
3	WIPO	World Intellectual Property Organization
4	B2C	Business To Customer
5	OKR	Objective Key Results
6	BCC	Blind Carbon Copy
7	IP	Intellectual Property
8	ML	Machine Learning
9	SCOPE	standardized conceptualized optimized personalized empathizing
10	WIPO	World Intellectual Property Organization
11	3GPP	Third Generation Partnership Project
12	AC	Accuracy
13	RC	Recall
14	USPTO	The United States Patent and Trademark Office
15	SEM	Scanning Electronic Microscope
16	OLED	Organic Light Emitting Diode
17	RPX	Rational Patent Exchange
18	AI	Artificial Intelligence

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ABSTRACT

This project report provides information about the internship experience that I had at GreyB Services Pte Ltd. GreyB provides premium search services to litigators, patent attorneys, open innovation leaders, etc. across the globe. They help cooperates and inventors in finding prior art related to the patent in litigation. They also help them in finding technology trends, competitive analysis, freedom to operate searches, infringement analysis, etc. GreyB also creates customized software for Intellectual Property litigators.

I was interning in the Client Engagement department which is the link between the company's services and the clients, the role that I was offered was that of a Client Engagement Associate. The person is expected to consult the clients in the areas where GreyB's services will be useful to the clients. Furthermore, they need to be comprehend about the latest technology advancements happening in various industries across the world and well versed in the Intellectual property.

Throughout the whole process being a computer science student, I was also rigorously involved in accessing the SaaS tools provided by the company including (Toolbox, Neo, Slate), which provides value to our customers in the regime of intellectual property sector, these tools used rigorous AI and ML based algorithms to which my course work played a major part.

This report is an all-inclusive document of all that I did within the time frame of the internship and also has all the details of all the technologies and software's that were used while doing the same.

Chapter 1: INTRODUCTION

In today's world market with different sectors included where every company withstands its own unique identity considering that of GreyB [1] is that of maintaining strong relationship as a partner with our clients. With profound team of efficient employees in different fields of interest of the company like Sales, Resolution etc. Considering a continuous focus to a systemic, almost scientific proceedings towards hiring, acquiring knowledge and recognition of the professionals that deliver.

There are many different forms of businesses like Sole Proprietorship, Partnership Firm, Hindu Undivided Family Business, Limited Liability Partnership, etc. But GreyB form of business has certain advantages over another form of business-like limited liability, perpetual succession, Separate legal identity, etc. In that manner GreyB delivers some of the unique services to the clients with help of highly trained employees ready to deliver and help our client to plug and play model for research with their experience and expertise in that field of interest. GreyB services includes Patent litigations, scouting for new technology, selling of business that is based on intellectual property, benchmarking your competition and risk assessment in FTO's etc.

At GreyB being an insight sales associate, we were able acquire lots of knowledge in our training period of six months. Starting of with a keen learning about the HubSpot [8] courses including many aspects like inbound, Inbound sales, Frictionless sales etc. Leading on with an understanding of the PCT referenced through the WIPO [3] site, some major tools like sales navigator used for the process of contacting, reference, finding, and staying up to date with prospects and customers and learned about the process of sales at GreyB. Number of case studies were acknowledged to us and subsequent understanding regarding the work culture and work profile relevant to the vision and mission of the GreyB was delivered. With a number of leads we were enabled to go through live researches and projects which the firm is handling as well as prospering the relation with the client, resolution to their problems.

Training

1.1 HubSpot certification course

For sales, inbound marketing, and customer service professionals HubSpot [8] (CRM software) has provided free online training.

Topic courses (singular) bite-sized lessons comprehensive certifications, for individuals to enhance their carrier and business are its specialties. The certification courses are of different time duration which is classified further into sub-topics consisting of 5-10 mins video lessons by HubSpot academy professionals depending upon our KRA's we were assigned to finish the following six certification courses and present them over sales connect (which takes place every day over zoom/ cisco Webex/ google meets etc.) Listed are the several courses done within the entirety in table 1 -

S.No.	Course name
1.	Inbound
2.	Inbound sales
3.	Frictionless sales
4.	HubSpot sales software
5.	Sales management training
6.	Sales enablement

Table 1: List of HubSpot Certification Courses

Certification process

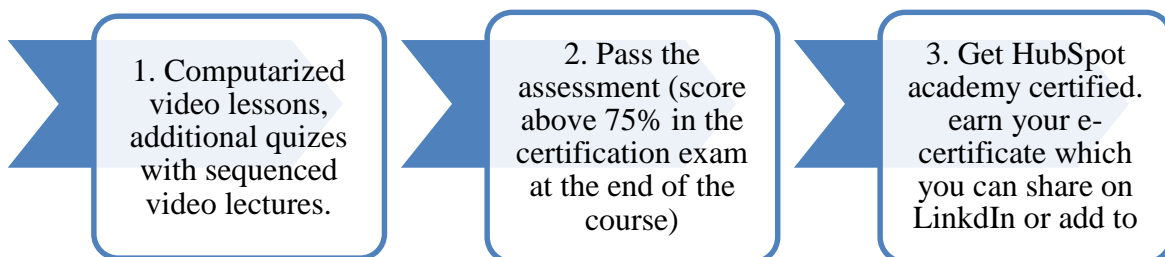


Fig1: Process to achieve certification online

About the courses

1. **Inbound**- As shown above the process for the certifications in fig 1 – Following up on which The inbound process mainly follows a glimpse or an overview of the complete inbound process. Mainly focuses on what is inbound and the inbound methodology which consists of three stages-attracting, engaging, and delighting.

It also focuses on- 1. Inbound principles.

- 1.1 standardized for consistency
- 1.2 personalized for impact
- 1.3 optimized for clarity
- 1.4 empathized for perspective
2. Company purpose
3. Business goals
4. Buyer's persona
5. Biased journey
 - 5.1 Awareness stages.
 - 5.2 Consideration stage
 - 5.3 Decision stage

2. **Inbound sales**- This course mainly focuses on the business model of your company funnel and the flywheel concept and the buyer's journey. It is an in-depth explanation of the above-mentioned topic and real-life examples are stated such as V8-DRINK, Khan Academy, etc. defining the job's theory and job dimension. It also focuses on a model that consists of three concentric circles (by innermost followed by how and then what outermost) defining the purpose of our company.

3. **Frictionless sales**- thus course mainly focuses on how to remove hurdles from our flywheel sales concept resulting in a frictionless selling process, it includes how to maintain consistency and how to retain the existing customers and employees of the company. This course includes internal and external evaluation and properly defining

the OKR's that are objectives and key roles that are further helpful in goal setting of the company.

4. HubSpot Sales software- This course mainly focuses on training and guiding people for the proper use of HubSpot (CRM- customer relationship management sales software). It includes training on how to-

1. Upload a Deal on HubSpot
2. Setting reminders for follow-ups
3. How to mark HubSpot in BCC and keep a record of the e-mail

interaction with the clients etc.

HubSpot CRM software is used worldwide for maintaining a good customer relationship and a better retention rate.

5. Sales enablement and **sales management training** courses give us a high-level knowledge on how to run an organization with a more powerful and solid sales front face which is well interconnected and aligned with other teams of the company like operations, solutions, etc. The Principles are depicted in fig 2 -

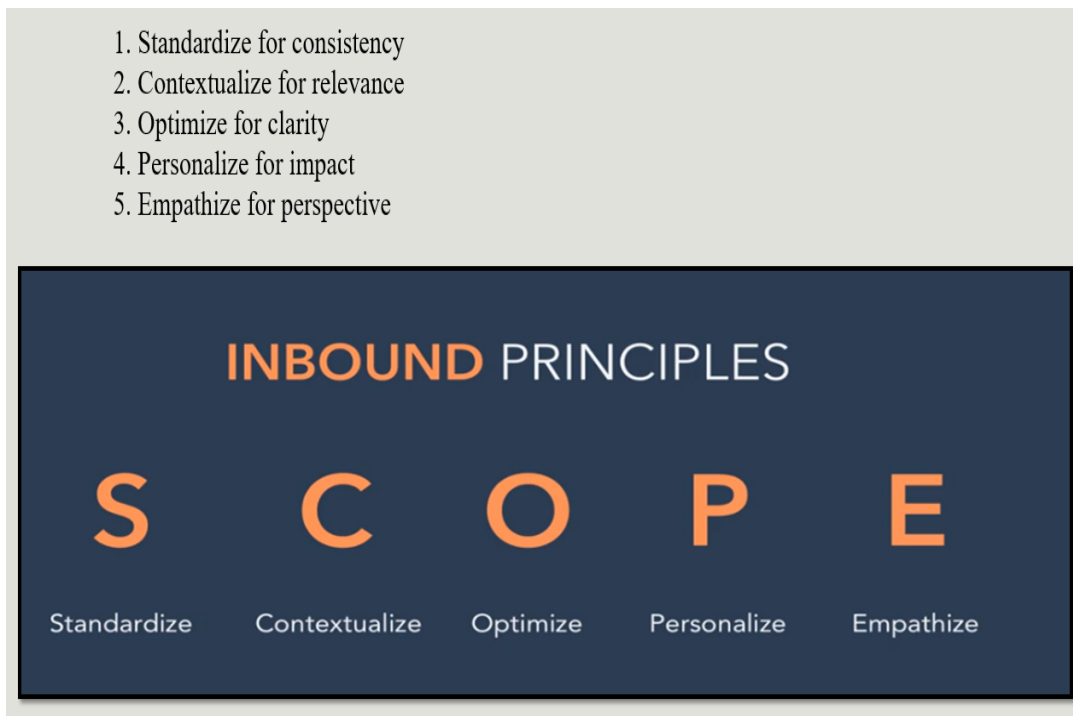


Fig 2: Inbound certification course explaining SCOPE concept

1.2 WIPO (World intellectual property organization)- Distance Learning courses (PCT)

It is the free course available on the WIPO [3] website which can be accessed by any individual free of cost. After registration, we learned the PCT process through an in-depth study of 75 pages pdf. Patents are territorial that means if you have a patent for your invention in India you cannot stop someone from making, using, selling, offering for sale, or importing your patented invention in some other country that is other than India.

Now obviously you won't go for as many countries as possible to protect your invention so the question arises how can you protect your patent internationally. There are two ways to do so-

1. Paris convention (1883)
2. Patent Corporation treaty (1978)

If you go by a traditional way that is Paris Convention you need to file a patent application in all the countries of your interest within twelve months from the date of filing the patent application in your home country now what exactly Paris Convention says. It is an international treaty that allows you to file the first application in your home country and within 12 months of a period further application called Paris convention could be filed at desired countries for example- If IIIT files a patent today and go according to the Paris Convention (assuming IIIT selects 10 countries to file that patent application and protect its patent). Can you imagine the simultaneous workload?

Doing all the steps in all the countries of your interest like-

1. Replying to objections.
2. Request for examination
3. Translating your patent application
4. Professional charges of your patent attorneys
5. Attorneys involved at different patent offices etc.

All this happening simultaneously within 12 months is very difficult. Now to avoid such chaotic conditions and additional workload PCT was created.

PCT is administrated by the World Intellectual Property organization and its primary objective is to provide a system where you need to make only one patent application that would be searched by at least one international search authority and examined by at least one selected international preliminary examination authority. Note here it is important to remember that PCT does not provide the grant of patent it only facilitates single application that would be taken from searching to the examination stage centrally and which would be applicable for all the signatory countries in PCT. Currently, members associated with PCT are 140 plus, your patent application will be equally effective in all those 140 signatory countries. India joined PCT in the year 1998. For which the overview is give below in fig 3

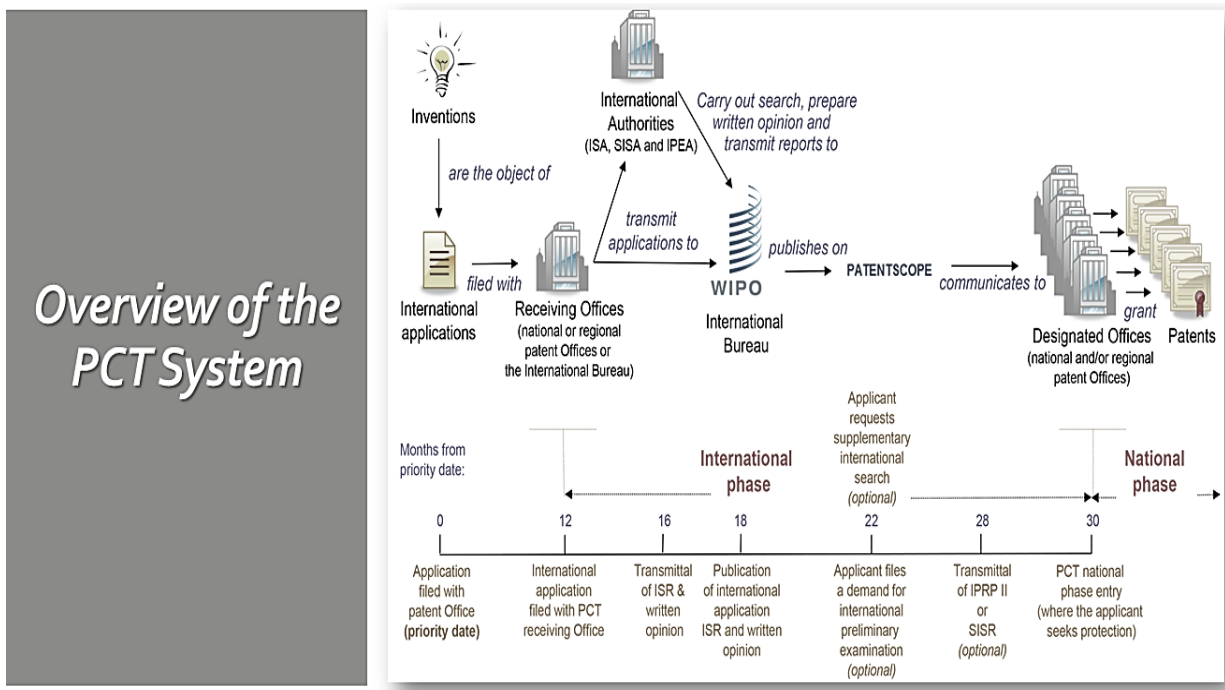


Fig 3: PCT system overview mentioned in online WIPO course pdf

Advantages of PCT-

1. Time-efficient
2. Cost-efficient
3. Less complicated
4. The most effective and economic way
5. Extension of priority date up to thirty months
6. Filing single application effective as multiple application separately
7. International search report helps to guide the person also helps in decision making
8. Strength check of the patent before filing in different countries etc.

Stated below in fig 4 -

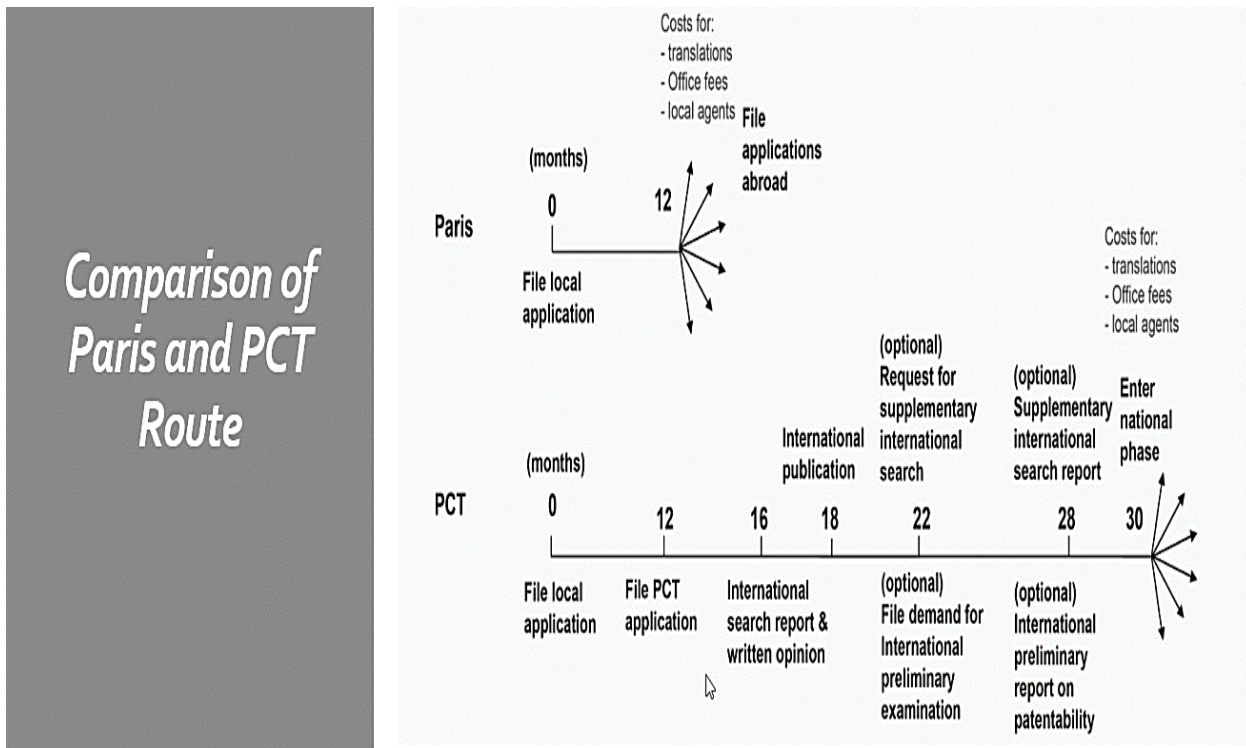


Fig 4: Difference between PCT and Paris Convention mentioned in online pdf

The first level of search is mandatory for all the PCT application files via international searching authority and international bureau.

The second level of search is not mandatory rather it is patent owners wish to conduct the search or not. Then comes the national phase.

After the patent is granted the PCT application is transferred to the national phase of the desired countries. National offices will now determine that they will grant the patent or not.

Note here both the phases national and international are independent of each other which means that your granted patent by international phase doesn't need to 100% granted in the national phase of the desired country. Depicted in fig 5 below



Fig 5: Representation of national phase elements of PCT.

1.3 Sales navigator & Its Usage

Sales Navigator is one of the primary and premium navigation tools used by leading sales Reps.

It simplifies the process of contacting, reference, finding, and staying up to date with prospects and customers. Without wasting manual hours tracking the prospect you can get instant insightful information via this platform. This platform helps in shifting the productive time towards high valued activities. These tools like LinkedIn Sales navigator help to take your social selling game to the next level. Integrates Sales navigator with your HubSpot CRM and you can view shared connection, send in-mails directly from a contact record, find out who is already in contact with the organization. The sales navigator is mainly used for lead generation by applying suitable filters and finding out appropriate profiles to reach out. This type of social media platform is the future of inbound sales. LinkedIn provides a social platform to all the professionals for establishing contacts and retaining relationships also it is a way to share valuable insights and get recent updates.

LinkedIn Sales Navigator is a powerful sales tool designed to help businesses and individuals grow their customer base and revenue. Users may identify and interact with potential clients, develop connections, and close deals more quickly thanks to a variety of services and capabilities it offers. Users of Sales Navigator have access to sophisticated search filters, lead suggestions, and insights that let them recognise and rank the most pertinent prospects. Additionally, the tool provides real-time updates on leads and accounts, allowing users to stay up-to-date with their targets' activities and needs. Sales Navigator also offers personalized lead recommendations, custom alerts, and sales insights, helping salespeople to be more productive and efficient. Overall, LinkedIn Sales Navigator is an essential tool for anyone in sales or business development who wants to streamline their lead generation and sales processes.

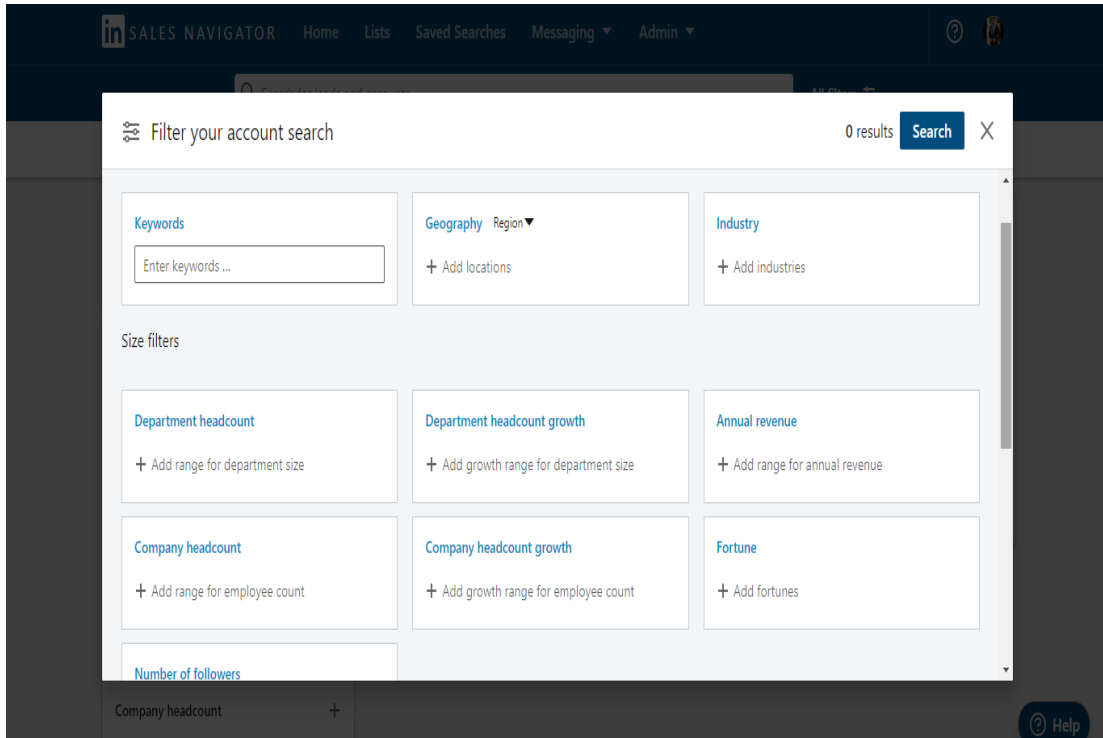


Fig 6: Screen shot of sales navigator interface

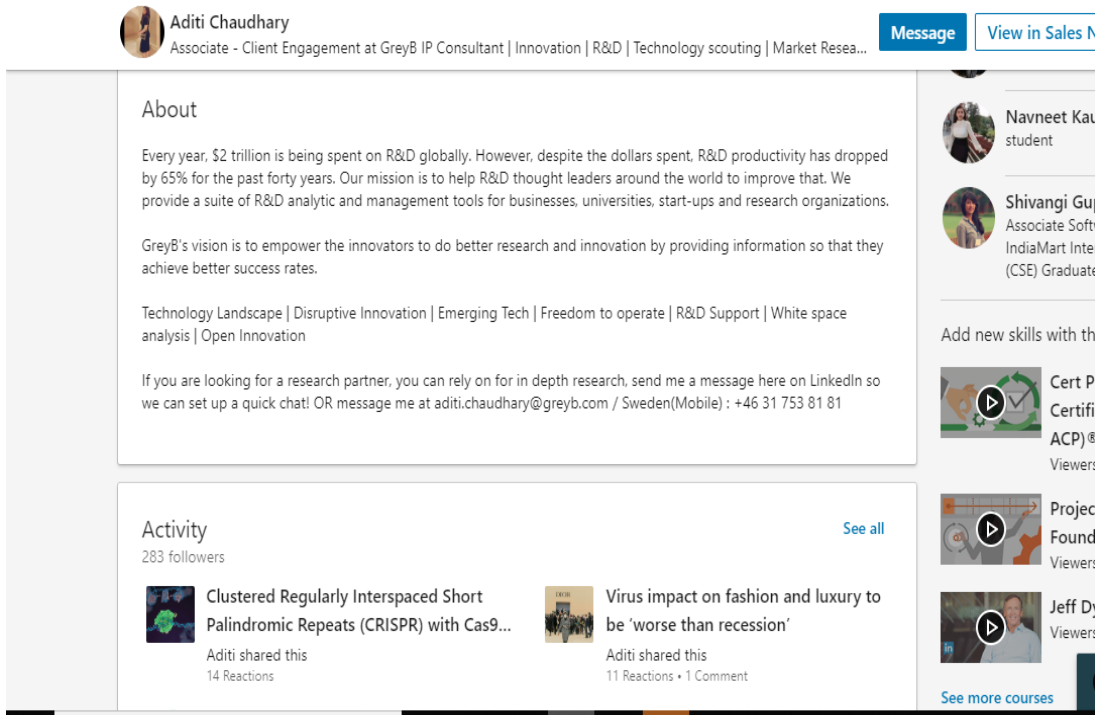


Fig 7: LinkedIn interface

This application was majorly used during conducting cold reach out for finding appropriate prospects within a specific organization and a specific domain. This application also allows us to directly message the person and build away into their organization.

1.4 Sales vs Business Development

The sale is a fraction of marketing which includes one on one interaction with customers to provoke interest within them and sell them our services at an agreed price whereas business development is a way of following planned opportunities for the organization by entering into deals or finding market or areas or domain for a company's service. As shown below fig 8 -

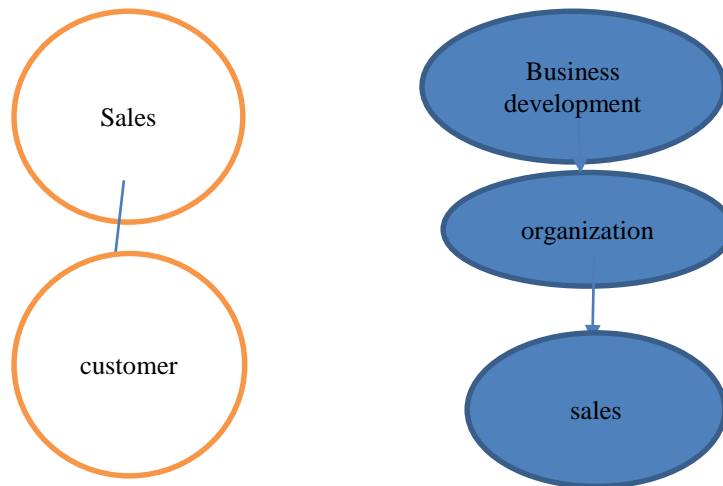


Fig 8: Difference between sales and Business development

Focus and function

Sales, Function is to sell the product or service and the main aim is to client engagement whereas the business development focuses on strategic partners and the function is to draft a solution.

Time, Horizon and Requirement

Both the processes are long term which leads to business expansion if you were to understand business development through the mix of marketing and sales to scale it on a slider window it would look like this.

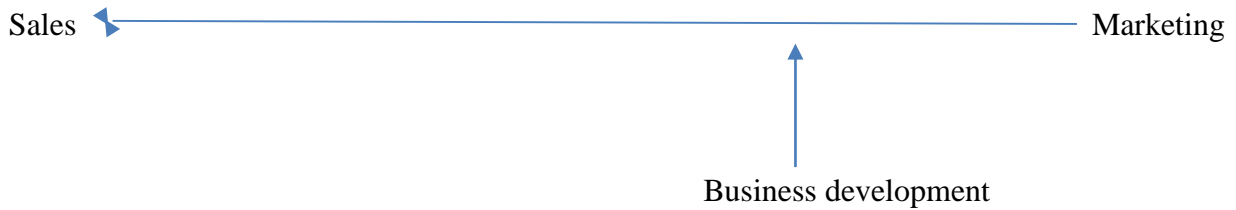


Fig 9: Business development on the scale of marketing and sales

1.5 Sales process GreyB

GreyB sales process is not repetitive rather it is repeatable, consistency-built success but it can also cause damage if you lose sight of the high-level picture. Any business model or sales process is not just an outline you need to fill in based on your own business needs and requirements. The market demands competition etc. Like every other element of the business, our sales process is flexible enough to move and stay relevant. It is a solid backbone.

The following steps mentioned below are a glimpse of the entire process-

1. **Prospecting-** It is very important to reach out to the appropriate profile with relevant content at the correct time. Prospecting means digging around the mud looking for the gold (here gold means relevant and suitable people who are capable enough to buy your service that is the correct target audience). The goal of prospecting is to develop a suitable buyer persona and add strong leads who can be converted into valuable clients systematically that is prospects into customers. This process is broken down into two parts-

1.1. Suspects- Are those people who you think are relevant and capable of buying your service.

1.2. Prospects- are those people who have confirmed that they are going to buy your service.

LinkedIn Sales navigator is one of the best applications which can be further linked to your CRM software and help in lead generation and establishing a bond with your prospects.

2. Researching or finding history

In the process of prospecting, you need to research the profiles on social media platforms Twitter, Instagram, Facebook on their website or LinkedIn to establish a proper connection. Also, check that person on your CRM software maybe your company has a history with that person or organization. The main aim is to find a common point, the strategies, the loopholes that person is working in to draft an appropriate and personalized connection. But remember research is not a do it once task. You will have to continue researching throughout the complete sales process so that the prospect than converts to a happy customer and provide a good word of mouth to others which are usually positively known as referral.

3. Connecting

Now after researching the next step is to engage with those suspects and prospects by different kinds of reach outs lets phone reach out, email reach outs to let them know about our services so that we can add value to their business, whatever format you choose you should have a pre-planned script and be aware of what you are selling. As we all know the first impression is the last so choose your words wisely. Do not act too salsey just remember you need to identify the prospects buyer's persona and their biased journey. Classify them into awareness, consideration, and decision-making phase and treat them accordingly as mentioned in the job theory helps them figuring their problems and how your services can fix those problems.

4. Presenting

After you convince the prospect to come on a discovery call with you to explore resonance between their company and your services. One should present their services with the help of a presentation over Webex and should focus on helping the prospect find a solution rather than just selling your services. Many topics should be discussed

and a perfect and clear call of action should be established rather than explaining your services you should also ask questions and make it a more interactive session rather than a spontaneous speech. The way you position yourself will decide the fate of your business with the organization. So, portray yourself as equal and do not show your desperation of selling your product or service. One should keep in mind the SCOPE S for standardized C for conceptualized O for optimized P for personalized and E for empathizing. Don't forget that you are talking to humans with valid emotions. So, help the prospect of getting a way out of their problem and guide them throughout their journey.

5. Addressing objection

There will counter-question while presenting something to the prospect. Listed below are the four most common obligations that are faced by a person during a discovery call

1. Price
2. Complacency
3. Fear of change
4. Trust
5. Timing

Now a salesperson should know, how to handle these objections wisely and at times learn to seek the truth. For example, if a sales guy does not have any answer to the question being asked he or she should rather speak the truth by saying "I don't have a properly cooked answer to your question but give me some time and I will get back to this shortly" rather than cook answers on the spot. This strategy varies from person to person and organization as well.

6. Closing

After the completion of the deal, closing is a very important element, follow-up should be done after the delivery to solve any post deliverable queries after this call, one should ask for feedback. Feedbacks are really important for the continuous growth of the organization, remember happy customer becomes the amplifier for your organization by giving a positive referral. Your customer should be satisfied and should remember trust-building is very important for the retention of the customer.

7. Follow up (referral)

Buyers today have all the powers as they have access to information and they know everything about your industry services, competitors, pros, and cons. 93% of consumers have discontinued communication because of irrelevant promotions. 74% to other companies if they find the journey to be complicated and difficult. 51% are not willing to do business after one negative experience on the contrary 93% of customers repeats buying after one extraordinary experience. 77% share positive feedback with friends and on social media. So now imagine the huge impact of customers on your business flywheel. Voice of happy customer that is positive feedback can remove the friction in your flywheel business model and provide continuous rotational energies for it to store. We can say that happy customers provide fuel for the growth of your business. Therefore, it is very important to get positive feedback and follow up for keeping your bond with that organization strong enough which will help you to stay on their radar for future needs. Ultimately all of these things will help you improve your customer retention rate. Grey's sales process is very unique and its strategy cannot be disclosed but a high-level picture is summarized in all the seven points mentioned below in fig 10

Fig 10: Sales Process circular representation



Chapter 2: Literature Review

- **HubSpot Certification Courses:** HubSpot offers a variety of free certification courses on inbound marketing, sales, and customer service. The courses are designed to help professionals acquire new skills or enhance their current ones. The courses include video lectures, quizzes, and practical exercises to ensure that participants get hands-on experience.
- **WIPO [3] DL learning Course:** WIPO offers a free online course on Digital Learning (DL) for professionals who wish to improve their skills in the field of intellectual property. The course includes interactive video lectures, quizzes, and practical exercises to help learners apply their knowledge to real-world situations.
- **Sales Navigator:** By using Sales Navigator tool provided by LinkedIn, Sales professionals can locate leads and develop relationships with potential customers. Among other features, the tool has sophisticated search, lead recommendations, and account updates.
- **Sales vs. Business Development:** Business development focuses on finding new business prospects, and building strategic partnerships, while sales development is deals with closing transactions and generating revenue. For an organization, both Sales and Business development teams are essential to ensure growth and prosperity.
- **GreyB's Sales Process:** GreyB's sales process is designed to help clients identify and protect their intellectual property. The process includes a free consultation, where the client's needs are assessed, followed by a comprehensive analysis of the

client's IP portfolio. The analysis is used to develop a customized IP strategy, which is then implemented by the GreyB team.

The basic principle of GreyB's corporate plan is to provide clients personalised IP solutions. Along with additional services, the company provides IP research, patent landscaping, patent analytics, and IP strategy advice. The services provided by the company are meant to give clients a competitive edge in the market and assist them secure their intellectual property.

- **Goals:** Since GreyB wants to be the industry leader in IP research and strategic consultancy on a worldwide scale, organisation seeks to assist clients in securing their intellectual property and achieving their financial objectives.
- **Mission:** GreyB's mission is to provide personalized IP solutions that are tailored to the client's specific needs. The company aims to deliver high-quality that are both efficient and cost-effective solutions.
- **Purpose:** GreyB strives to help clients protect their intellectual property and gain a competitive advantage in the market. The company aims to achieve this by providing innovative and effective IP solutions.
- **Case Study (Why GreyB is different from others):** GreyB is different from other IP research and strategy consulting firms because of its customized approach to client solutions. The company's services are designed to meet the unique needs of each client, rather than providing a one-size-fits-all solution. Additionally, GreyB's team includes experts in various fields, such as technology, law, and business, who work together to provide comprehensive and effective solutions.

Chapter 3: Business Model, About & KRA's (GreyB)

Business model GreyB

Traditionally the sales process or the business model was considered to be a funnel model which represents the marketing phase as we talk and the sales phase at the bottom prospect added to the funnel are huge in numbers but only a few of them get converted into clients coming out of the funnel. Earlier this replica model was followed by the companies with the growth in the technology which leads to shifting of powers into the hands of buyers, now this model has a huge limitation. A customer coming out of the funnel have no impact on prospects getting into the funnel but in the twenty-first century, we all know that the buyers are more empowered. They have the power to influence people through referrals by giving a good or bad word of mouth. The flywheel is a better metaphor to being followed nowadays which includes the three phases of the complete life cycle of the customer. It includes the attract phase, engages phase, and the delight phase. A flywheel is a machine that stores rotational energies, here rotational energy is referred to as the growth of your business which is given by the energy provided by the referrals of the happy customers.

1. Attract phase consists of relevant, helpful, and contextual format which will help your prospect achieving their aspirational goals or answering their questions well. In the attract phase all the different teams of your organization like the marketing team, the sales team, have different yet interconnected roles, for example, the marketing team helps create helpful content and experience in the form of blogs and articles on the website or sharing of the case studies for sales representatives it is important to make yourself available for calls and meetings anytime. For services guys knowledge documents, chatbots, to make information easy to find. After the attract phase gets over and the main purpose of making your organization notice the next stage called engage begins. For example, searches a problem and ends up landing on your website for finding appropriate solutions this indicates that the engage phase is begun. That is the desired action is taken by the individual.

2. Engage phase- It involves the three C's. Contained, clarity, and creativity. This stage includes building trust, building insights, building strategies, answering the question, and follow up.

3. Delight phase- After the engaging the prospects converting them into customers they enter into the delight phase where you have to provide them with an outstanding experience, exceed their expectation by providing great customer service like this your prospect will convert into your customer and promoters of your organization where the customer base becomes an even louder amplifier of your company. For example, the HubSpot marketing team is providing delightful insights by providing educational content to its users. By aligning the marketing sales team all three phases of the flywheel attract, engage and delight will help build a fruitful relationship. Also, any business model uses identifying of buyer's journey that is every interaction should be based on where the prospects are in the buyer's journey. This will help us attract, engage, and delight customers. For which the representation is shown below in fig 11:-

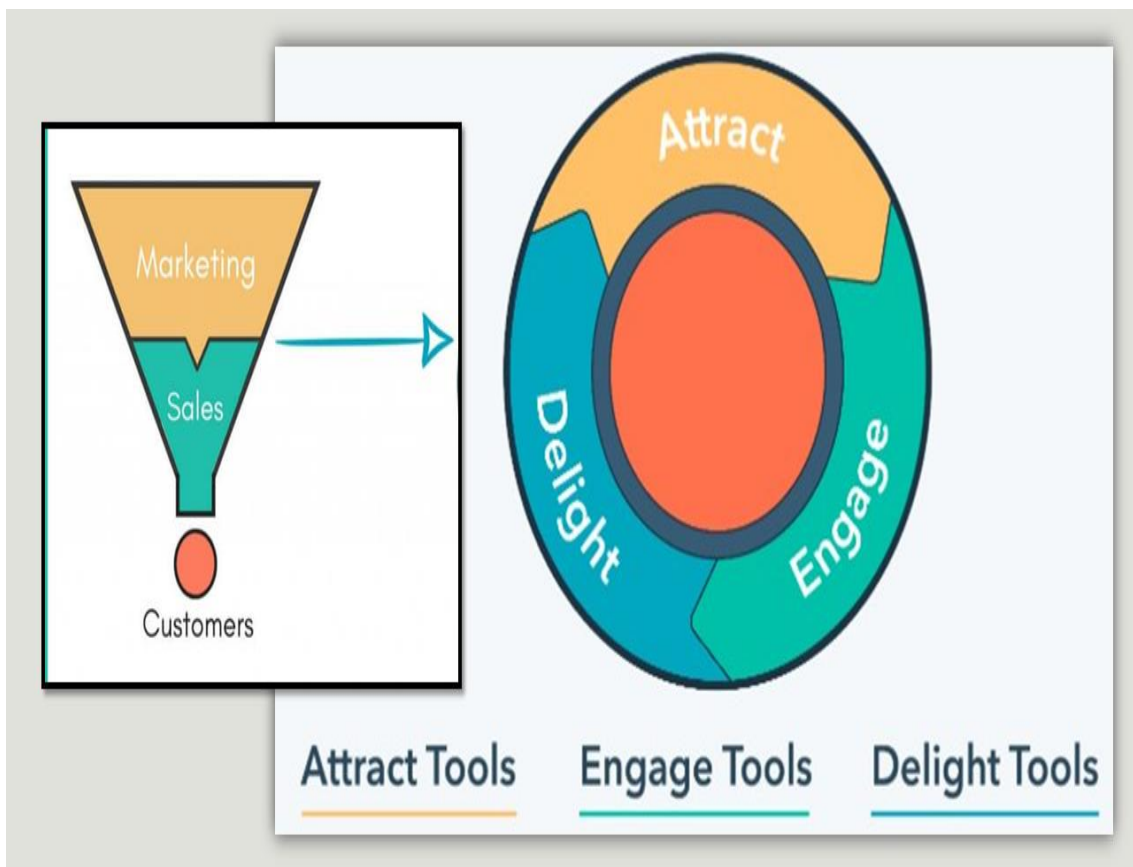


Fig 11: Representation of the Sales funnel and fly wheel model

Buyers' journey consists of the awareness stage the consideration stage and the decision-making stage. Prospects who are still trying to figure out the business problems shaping their issues and finding relevant content are still in the awareness stage of the buyer's journey. Prospects who have already defined their problem and looking for suitable solutions are in the consideration stage of the buyer's journey and prospects who are aware of both the problem and the possible solution that comes under the decision making stage of the buyer's journey. Now the sales representative needs to identify the buyer's journey of their prospect reduce as much friction as possible and interact with them accordingly. The people who are in the decision-making phase are best suited or capable of buying your product or service. Depending on the phase the sales reps should modify their conversation accordingly. People who are in the awareness stage should be helped with content which will further them figure out the issue. Rather than pitching your service. The buyer Journey is depicted below as follows in fig 12 :-



Fig 12: 3 stages of a buyers Journey

It is extremely important to identify the journey and act accordingly. When the prospects are trying to figure out some issue then you should provide helpful contextual material, blogs, reading material, case studies etc helping them defining their problem. Consideration stage includes finding appropriate solution to that defined problem here experts, webcast, podcast, videos etc can help them. When they reach the decision making phase they need to understand how your services can help them add value. This is the right time to pitch them your company's pros and extend your helping hand.

About GreyB

Mission

GreyB is not one of those local patent research companies, it has a completely different set of algorithms which it follows to help professionals grow faster than the industry, to quench the thirst of people, to passionate about innovation, research, and development, technology scouting, landscape analysis. Every year \$2 trillion is spent on research and development globally despite the amount of dollar spent productivity in this domain has dropped by 65% for the past 40 years. Our mission is to help leaders around the world to improve that, we provide a suite of R&D [6] analytic and management tools for businesses, startups, universities, and research organizations. The power to grow, create a mark make an impact in the innovative domain of patent research. Our mission is to explain every professional, how we make decisions, and why we do what we are doing? Inspired by technologies that will change in the future. Unlike the traditional method, GreyB does not only rely on patent literature to do prior art searches rather than it also searches through the non-patent databases along with very non-obvious sources from which data can be extracted. We help clients find hidden prior art, hard insights to win arguments, lead their IP department, build strong backbones of the R&D teams. The difference lies just in the attitudes of how we solve a case that comes across our desk. It's not just about programs, software development machine learning rather our search results are a mixture of technology plus technical human brains. Technology landscape, disruptive innovation, emerging tech, freedom to operate, R&D support, wide space analysis, open innovation, IP domain are some of the expert areas at GreyB. Technologies like telecommunication, semiconductors, automobile, software, chemical, pharma-biotech, medical devices, networking, material sciences, consumer electronics are some of our key expert areas. At GreyB we believe winning no matter what (keeping client experience above everything) empowered team our motto is to do one thing but do it better than anyone, the valuable output is the greatest measure, not hours put in. Our purpose is to build a great IP company with great people and great results. Core values at GreyB include a commitment to excellence, deliver, problem-solving approach, passionate about work that we do, innovative minds, act under tough conditions. Our searching strategy is obvious and we shout out loud to all that there is

no strategy to reach the goal but at the same time there are hundreds of strategies but at the end, we conclude it that the “Process” matters the most and not the strategy.

VISION

To empower the innovators to do better research and innovation by providing information, so that they achieve success rate.

Why GreyB is different from others?

It is now just one or two things that make GreyB stand out rather it is different because the complete strategic approach (algorithm) that we follow at GreyB from the basic to main step is completely different. As we are in the patent domain from the last 15 years we have been observing, updating and innovatively modifying our approach to solve our cases for example from the very basic step of making search strings we believe innovation is important so we build an in-house Artificial Intelligence tool called “Neo” which unlike dictionary not just provide with synonyms of that technology but also search into millions of patents to find similar words drafted theirs after all even a miss of a single alternative can cost thousands of dollars. For example, for Near Field Communication technology companies like Sony used the word Felica while drafting their patents. Now, who would imagine such kind of alternatives can be used. Moving on we have many other tools like Argueminer, IP tool works, examiner analysis, etc. Let me showcase some of the unique examples (case studies) to justify the difference.

1. Prior art found through YouTube unboxing videos.

When a case related to Drone technology came across our desk we tried to find the prior art in every possible way we can but as the claim was very technical related to the clockwise and the anti-clockwise spinning of the screw. For this, we even searched through the product catalog and other product manufacturing procedures but couldn't find strong evidence. Thanks to the analytics brain that we found relevant results through a Drone unboxing video.

As shown in Figure 13 below :-

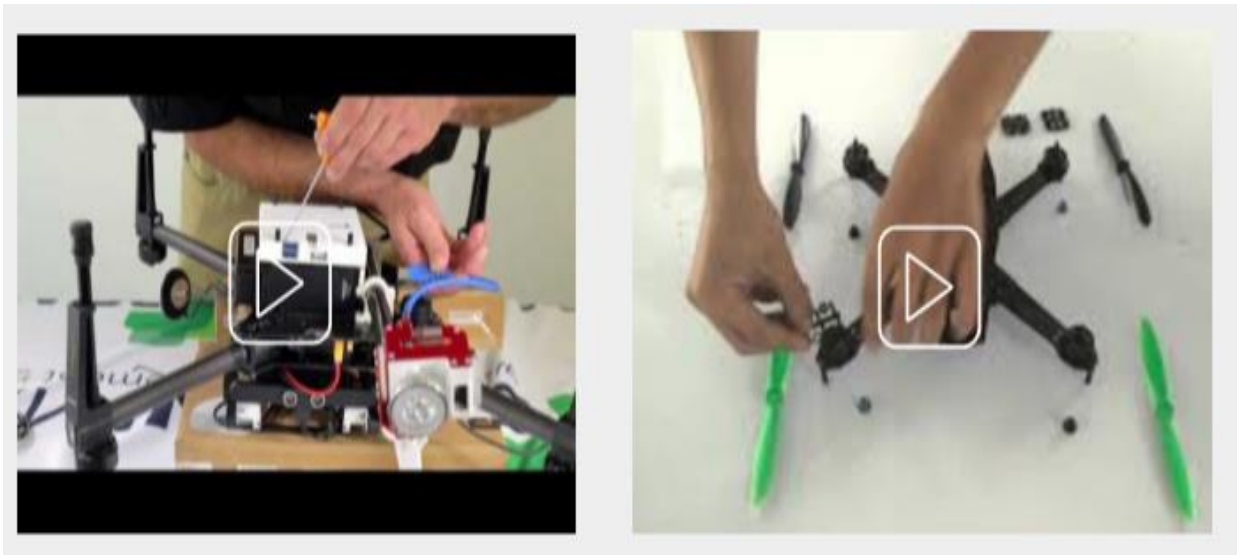


Fig 13: Screenshot of the unboxing video with mechanism

2. Procurement of a cellular device to prove prior art.

This case had a priority date before 2003 so finding prior art related to a PD mobile device and finding out whether a chat application has a specific feature was quite difficult. The claim was related to the pop-up message notification and its impact on the screen of the user already chatting on the application. Through patent literature, we found evidence and clues towards procuring an HP PD device, and installing the app can be promising. So finally we procured the device but couldn't install the application because of server issues. We contacted many experts related to this technology at that time and finally created an in-house server installed the application and proved prior art.

3. Modification of the 3GPP website

We all are aware of how clumsy and non-user-friendly interface this website has, so we at GreyB downloaded the complete data and sorted it down to make a more efficient easy to access interface with better and immediate sorted results, etc.

I hope all these examples were sufficient enough to justify rest the proof is in the pudding.3GPP website advancement is clumsy. It was really difficult to access data on this website. So we modified it and transformed it completely.

This is one of the unique ways to position our company in-front of prospects and help clients get an idea of what extend we can go to solve their case.

Also there are numerous such examples as we are in the industry from the last 15 years and we are one of the very few companies which believe in innovative improvement and growth oriented. We believe that clients or customers are humans with valid emotions. This company is not at all target oriented and there is a lot to learn from mentors at GreyB. All have a zeal to help others and try for internal as well as external development.

Case Studies

Within the training period GreyB has given me number of opportunities to participate in different kind of cases like Freedom to operate, Invalidation searches, Infringement analysis, Patentability searches, Prior art searches, Portfolio management, Selling/Buying of the patents and what not. Also I was given an opportunity to run campaigns in Research and development in Cosmetic's, Medtech industry etc. To find appropriate profiles via various ways and then studying about the industry well. Like covering all the technology points, pain points of the industry, issues faced by them, upcoming trends and relevant material related to the industry. Followed by email reach outs (drafting appropriate mails) and doing follow ups on time until we get a response. Similar was done for the other campaign as well. Also we were included in many cases which came across our desk. I cant share the complete technical information because of the confidentiality issues but only high-level things can be discussed.

One such example which can be relatable to you is something to do with selling of the semiconductor patent.

A well-known international smartphone company was convinced with view of selling of their patent, related to the technology which is encapsulated as a layer in the OLED screen. This layer helps in protecting from moisture. As an overview OLED is one of the hot-topics amongst the smartphone manufactures with a load of Dollar value related to it as it is made up of some specific material with specific technology.

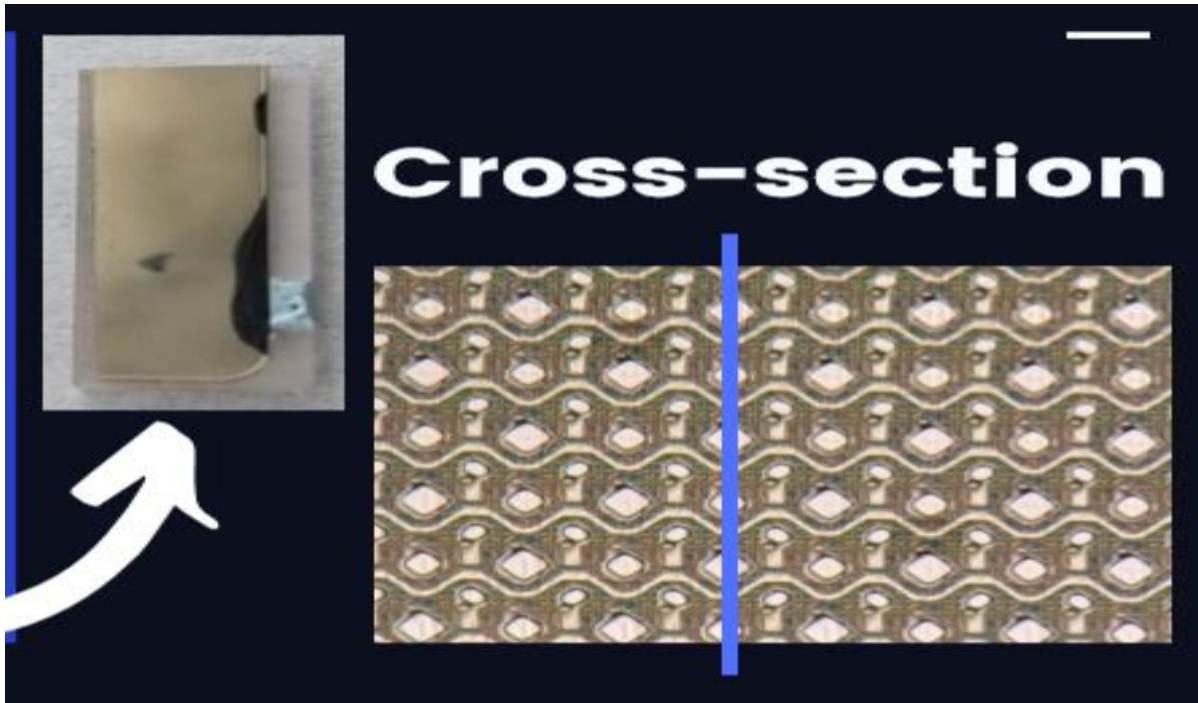


Fig 14: Visual representation of Breaking down the OLED screen in micro size

Technical challenge

As of now business challenges identified and resolutions to over-come the challenges were worked upon, we now move to next step of the technical support that is identify infringement in the claims. So, the claims are closely analyzed and examined by team of our expert researchers through Product brochures, Research papers, Tear down videos on YouTube and technical support forums. We get a proof for products that are infringing or not based on reverse engineering procedure carried out by experts and their collaborations like semiconductor lab, precision sample manufacturer, operating SEM, TEM, EDX equipment technicians. One of the firms procured was selling Smart phones in USA thus also infringing the patent claims.

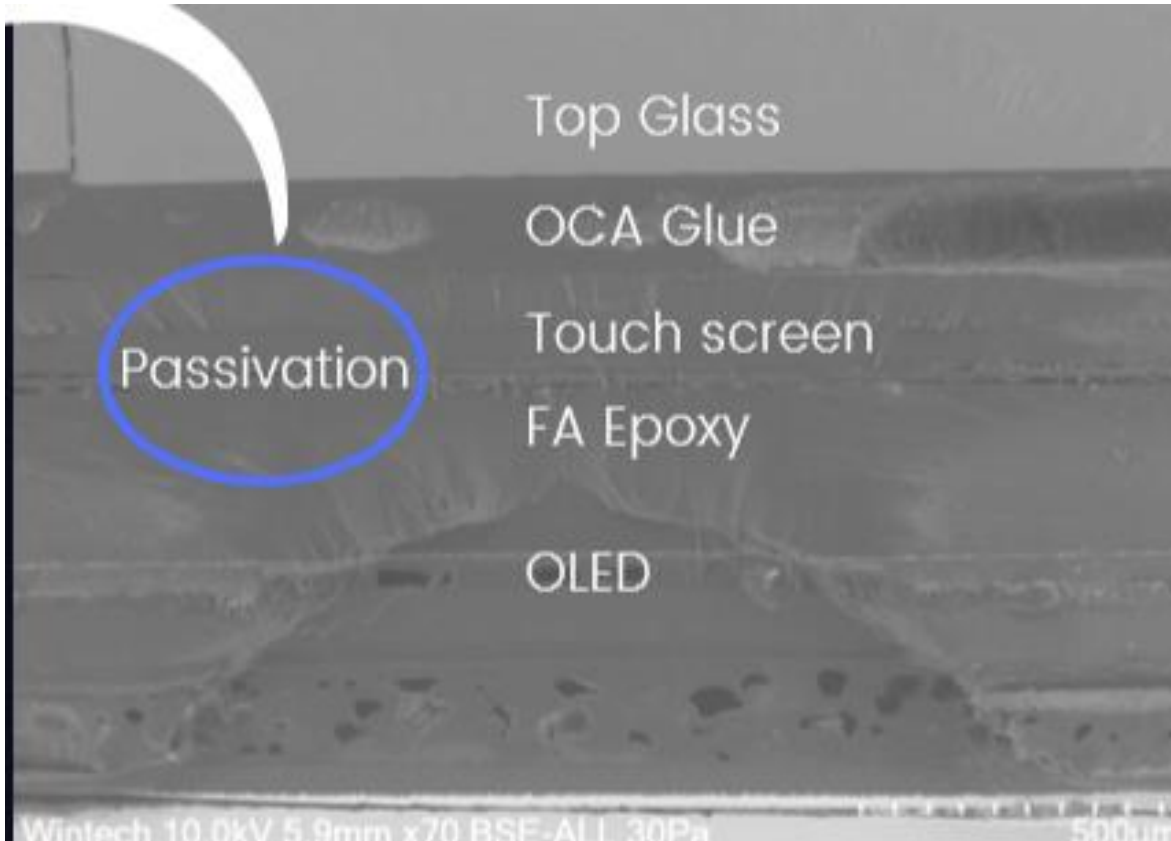


Fig 15: OLED Layers

Business challenge

Although we had an idea after searching through patent database like patsnap etc that some kind of lead can be found after procurement of product and performing certain kind of analysis. But convincing all this to the client was quite difficult. Also we had to covert a portion of our working space into a lab to perform all these analysis with experts working on it completely.

REVERSE engineering methodology.

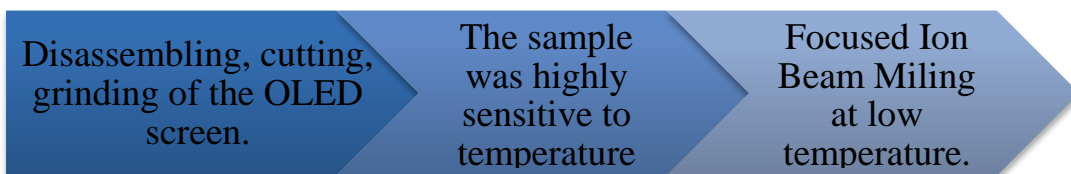


Fig 16: Methodology

Through the FIB milling of OLED screen sample we were able to identify different layers of the screen including Top glass, OCA glue, Touch Screen, FA epoxy, OLED. Passivation was the layer identified under microscope that renders the entry of moisture and effective depreciation due it. As claimed this passivation is a nano-composite material containing at least two in-organic materials, thus just identifying the layer is not evident enough so further analysis is performed identifying electrical components in the layers using the SEM technology, but comparatively the necessity of TEM magnification was carried out that is 25 times better in terms of magnification. Two significant layers made up off specific inorganic elements was identified with incorporated in-organic filling using other advanced technologies as claimed by patent owner. Considering this it was a strong evidence for proving infringement of the claim by the company.

For which the reverse Engineering Breakdown is depicted below in fig 17 -

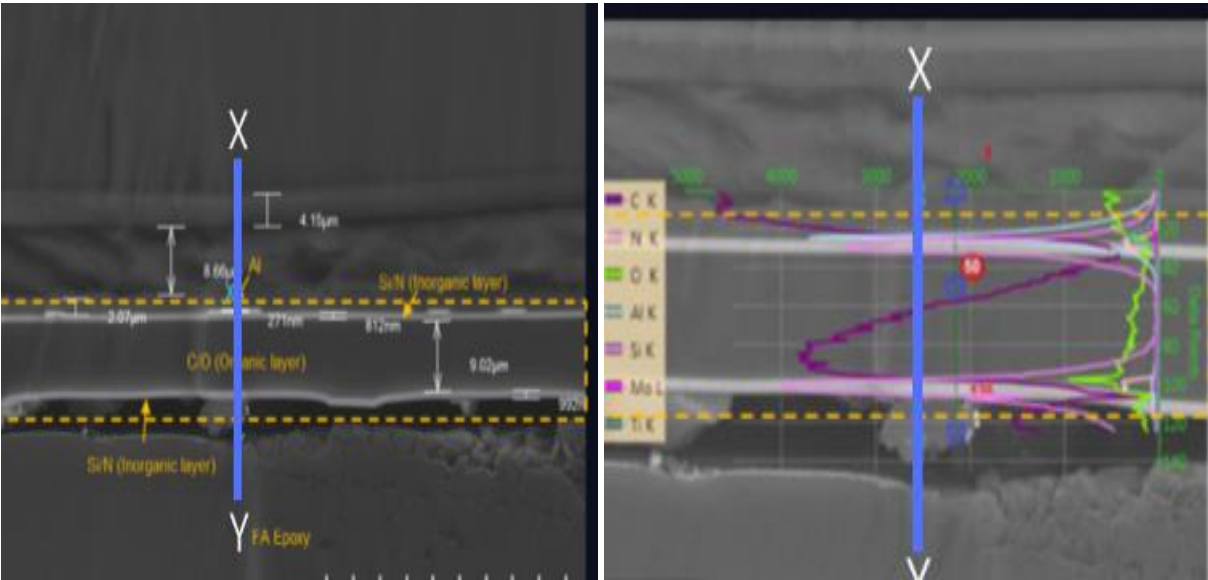


Fig 17: RE Breakdown

Key Roles Assigned (KRA's)

In the due course of time at GreyB with various learning programs we were accompanied with practicing some campaigns (projects) which were based on insights of domains

1 Researching about the domain

The preliminary steps working with my project as an Client engagement associate at GreyB were to gain depth knowledge about the specified domain later followed by reaching out the clients. To fulfil my research aspect relevant to the domain I carried out following steps: -

1. IP and Research & Development related news happening in that domain
2. Finding related information on USPTO [2], RPX [9], LinkedIn [7] etc.
3. Cross industry innovations happening related to that domain.

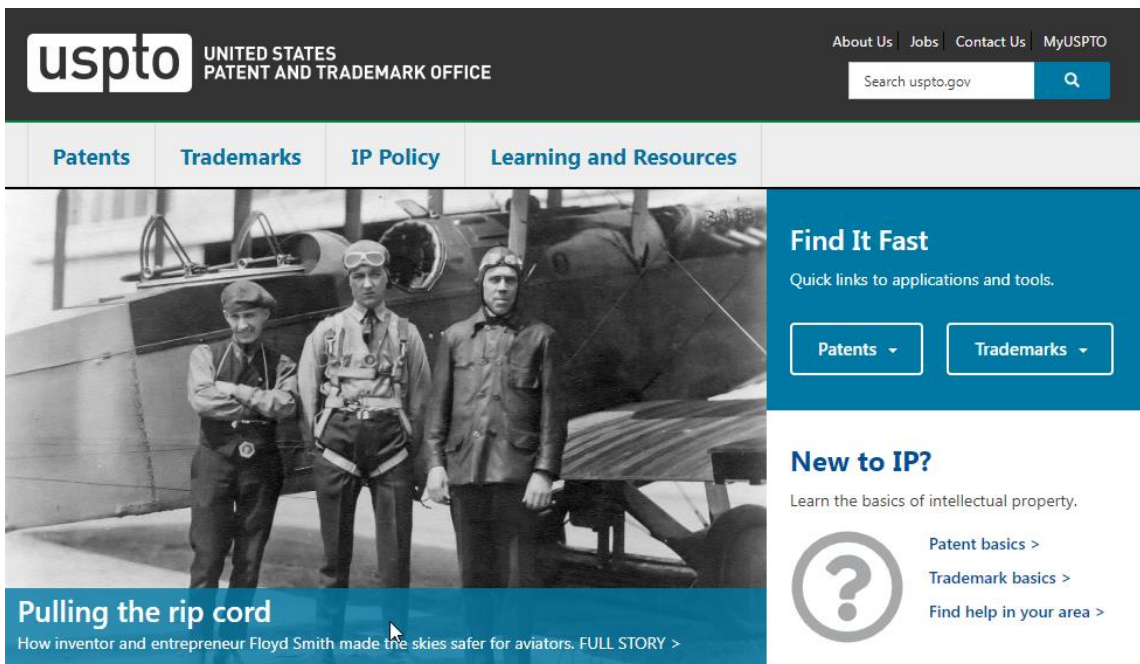


Fig 18: USPTO Website

After finishing with knowledge mining regarding the domain, it is accompanied with the simplification of the technology related to it and then analysis of the most related technology to the domain so that it can be utilized in client engagement procedure.

Conducting Reach-outs

A combined package of knowledge gained regarding the domain and the business prospective of our duties is than utilized in our next step that is basically client engagement or making reach out.

Identifying right prospects

Basically, to predict the right prospect for our business related to the domain is to first research about the target market segment than develop a significant market strategy relevant to the

business our firm is indulged with. Thus, for the identification of the right audience for our services is carried out on the following basis:

- Use tools like **LinkedIn sales Navigator**

LinkedIn Sales navigator simplifies the process of contacting, reference, finding, and staying up to date with prospects and customers. Without wasting manual hours tracking the prospect you can get instant insightful information via this platform. This platform helps in shifting the productive time towards high valued activities. This tool enables us to define parameters like geography, designation of prospect and company size etc helping in identifying and narrowing down our area of search for right audience.

- **Research about the IP firms the defendant works with**

Identifying the IP firms that up for recent litigation cases and have relevance to RPX [9], IAM [4] patents in their websites and can be considered as right audience for our business perspective.

- **Look for companies filing patents**

Recently filing patent firms are considered to be one the important prospect in our area of work as they are looking for good knowledge based research assistance in the Research and development domain.

- **Identify Geographies that can be considered for patent filing**

Geographical identification of the regions supportive and providing identical market segment to the patent needs to be identified where the companies are readily trying to file patents. That is there are no reasonable exercise to be carried out in finding clients in any under privileged countries than the countries or states with ample amount of market for that patent.

4.2.2 Reaching- out via Email

For the process of reaching out to the clients, after the mere identification of the correct clients is carried out via emails endorsing and consulting the client engagement with the business starts. The emails have the relevant points related to the technical aspect as well as the research and development for the futuristic aspect related to the project of the clients are pitched. A sequential follow-up procedure is carried out within a due course of intervals regarded to bring the prospect on call for business.

The result of getting the prospect on a call for business directly depends on the sound knowledge that we have pitched in front of the prospect and accordingly time is taken in tallying the prospect to get in engagement with firm for business depending upon the type of industry the client is and some other external factors included.

4.3 Consulting the Prospect

The next step or one of the important steps is to engage the prospect in the business so that it gets converted into one of the clients. Starting off with the discussion regarding the problems that are indulged in the industry that he is working with and then acquiring them with suitable

solutions that is again dependent on the most important aspect that is the level of knowledge you enhance regarding the domain.

The image shows the top navigation bar of the Espacenet website. On the left is the logo of the European Patent Office (EPO) in three languages: 'Europäisches Patentamt', 'European Patent Office', and 'Office européen des brevets'. To the right of the logo is a search input field with the text 'Search'. Further right are buttons for 'Website' and 'Patents'. In the top right corner, there are links for 'Media' and 'Contact us', and a language dropdown menu set to 'English'. Below the navigation bar is a dark menu with white text for 'Home', 'Searching for patents', 'Applying for a patent', 'Law & practice', 'News & events', 'Learning', and 'About us'. Below this menu, a breadcrumb trail reads 'Home > Searching for patents'. The main heading is 'Searching for patents' in a large, bold, dark blue font. To the right of the heading are icons for 'Print' and 'Share'. Below the heading is a large orange banner with the text 'New Espacenet: now available!' and a red button that says 'Search now!'. On the right side of the banner is a circular diagram with three boxes: 'Innovate' with a lightbulb icon, 'Search' with a magnifying glass icon, and 'Find' with a checkmark icon, connected by arrows in a clockwise cycle.

Fig 19: Espacenet Interfact

Chapter 5: Conclusion

5.1 Conclusions

Internship provides a great deal, major advantages to the student or interns in general. It reveals the student he/her real standard concerning his /her skills and competence on the intellectual's scene. According to considerable tasks that I carried out at GreyB Pvt. Ltd., the experience I got, has contributed a lot to the adjustment of theoretical knowledge accumulated all along my academic studies. It is also important to remind that the internship reveals to the student's various challenges and realities of the professional work in which he/she will enter in coming days. Therefore, as future managers, they know how to plan for future functioning of the organizations. Internship is one of more university courses scheduled in academic programs, to be undertaken by final year undergraduate students, ending their academic studies. It is a practical course intended to equip the students acquainted with practical knowledge and improving their skills in their respective field of study. The training is set to prepare the final year students to have the global picture of how practical work is done from the view point of the field. This training is a vital importance in accordance with real and professional applications of the managerial principle techniques. It addresses to the concerned student the way theories studied in classrooms are feasibly applied on the field, and hence offering him a conclusive orientation on how things are practicable on the field thus, preparing for future employment. Internship leads to improvement of student qualifications such as communication skills, report writing, organization at work, information required to do a work and ability to be independently. Internship gives the opportunity to students to obtain a job referring to experience gained from the company. This internship has more importance for all interns because they have learnt to function in a different work culture, they have acquired new knowledge and skills which will help them in the future plans, accounting students; became able to gain experience in accounting field practices, they have learnt the manner to work with different team members in different work places. Intern would like to encourage other fellow students to search internship opportunities in sound organizations/institutions, where they can gain knowledge as they wish. Personally; internship period left me with sufficient knowledge and skills required to be

competent future employee or employer. The key points which framed the work-structure of a GreyB's Client engagement associate were – Researching about the Industry and the companies in your market segment, reaching out to the 'fit' prospects, setting up a call, and then consulting them about our services and how they can align our services in their business. Hence, the conversion of the prospect into a client leads to the cycle of indulgement with the client, i.e, identification and smoothening if their journey. Our engagement with the clients helps us to receive recurring business from them. The cycle ends with our involvement with the client even after delivering services and clearing all dues before we close the cycle and initiate a new one.

5.2 Future Works

The conclusion of this report highlights the major advantages that an internship can provide to students, offering practical experience that complements their academic studies. The report author reflects on their own experience at GreyB Pvt. Ltd., noting that the internship helped to improve their skills, understand the realities of professional work, and prepare for future employment. The internship also offers opportunities to improve communication skills, report writing, organization, and independent work, as well as gain knowledge and skills that can be applied in future plans. Accounting students, for example, can gain valuable experience in the accounting field and learn to work effectively with different team members in different work environments. The report author encourages other students to search for internship opportunities in reputable organizations or institutions. From their experience as a Client Engagement Associate, they note that the key points for success included researching the industry and companies in the market segment, reaching out to prospects, consulting with them on services, and ultimately converting prospects into clients, thereby building ongoing relationships.

5.3 Application of the project

The application of the project is to emphasize the significance of internships for university students as it provides a great deal of advantages and prepares them for their future professional work. The internship equips students with practical knowledge and skills in their respective fields of study and prepares them for the global picture of how practical work is done from the viewpoint of the field. As a result, they are better equipped to plan for future

functioning of the organizations as future managers. Internship leads to the improvement of student qualifications such as communication skills, report writing, organization at work, information required to do a work, and the ability to work independently. The internship also gives students the opportunity to obtain a job referring to experience gained from the company. In the case of GreyB Pvt. Ltd., the key points of the work-structure of a Client Engagement Associate were researching about the industry and companies in the market segment, reaching out to prospects, consulting with them about services and how they can align with their business, and ultimately converting them into clients. The engagement with clients helped the company receive recurring business from them, and the cycle ends with their involvement with the client even after delivering services and clearing all dues before initiating a new cycle. Overall, this internship experience has provided the intern with sufficient knowledge and skills required to be a competent future employee or employer, and the intern encourages other students to seek internship opportunities in reputable organizations/institutions to gain valuable knowledge and experience.

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