



## Case Study

# How a Tech Transfer Leader Streamlined Patent Intelligence with FluidityIQ





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## Overview

### ORGANIZATION

Woods Hole Oceanographic Institute

### PRACTICE AREA

Technology Transfer + Commercialization

### CHALLENGE

Slow, costly patent reviews; heavy reliance on outside attorneys

### RESULTS

Saved cost and time; gained valuable insights and confidence

## Navigating a Sea of Innovation

Alex Walsh joined Woods Hole Oceanographic Institution (WHOI), a world-leading ocean research organization with 1,200 employees and more than \$300M in annual funding, to support technology transfer and commercialization. With a background as a materials scientist and entrepreneur, he helps researchers evaluate and protect discoveries across five different departments.

It's a demanding role. Walsh personally reviews dozens of invention disclosures each year, spanning fields from protein chemistry to undersea propulsion systems. "In a single week, I might be looking at enzymatic activity one day and autonomous vehicle propulsion the next," Walsh said. "No one person can be a domain expert across that spectrum, and I needed a way to be responsive and efficient."

### **Before FluidityIQ: Slow, Costly, and Uncertain**

For Walsh, evaluating novelty once meant hours of sifting through Google Patents, publications, and databases, often without confidence that the review was complete. "I just didn't feel like I had captured everything," he explained. "That meant leaning on outside patent attorneys, which can cost thousands of dollars and takes weeks or months."

*"I was blown away by what I could learn in less than an hour. From months to hours; that's game-changing."*



**Alex Walsh**

Innovation + Commercialization  
Woods Hole Oceanographic Institute



## With FluidityIQ: Faster, Smarter Insights

When Walsh started conducting patent research in FluidityIQ, he quickly saw the value. "Honestly, I was blown away by what I could learn in less than an hour," he said. "From months to hours; that's game-changing."

### The FluidityIQ features Alex found most useful include:

- **Smart filtering** to quickly narrow results down to a handful of relevant patents.
- **Uniqueness summaries** that concisely describe how the new idea you're investigating compares to existing IP.
- **Competitor mapping** that highlights which companies are active in a given space, pointing toward potential partners, or competitors best avoided.

## Beyond Patent Search: A Strategic Advantage

Walsh sees FluidityIQ as more than a patentability assessment check. "It's a business development tool," he noted. "It shows where a technology might fit, who potential licensees could be, and how to position IP strategically."

The platform also made it easier for him to communicate findings to researchers and decision makers. "The summaries are intuitive and logical. I often share them directly, which helps move conversations forward faster."

## Results: Confidence, Speed, and Savings

Using FluidityIQ has helped Walsh evaluate disclosures with greater speed and confidence, without relying immediately on costly external reviews. That agility allows him to support WHOI's innovators more effectively. "It saves so much time and money in the long run," Walsh said.

Walsh encourages peers in research institutions and IP departments of research-focused corporations to try the platform themselves.

"Innovators don't always have bandwidth for another piece of software, but with FluidityIQ, spend 15 minutes and you'll see the value immediately."

## Unlock Deeper Insights with FluidityIQ

FluidityIQ can transform patent evaluation — delivering faster insights, greater confidence, and significant cost savings.

If your team is ready to reduce invention disclosure reviews from months to hours, it's time to see what FluidityIQ can do for you.

Ready to learn more?  
Visit us at  
[FluidityIQ.com/Demo](https://FluidityIQ.com/Demo)