



SUCCESS STORY

# FROM ENGINEER TO ENTREPRENEUR: EMPOWERED FOR GROWTH

## CLIENT OBJECTIVES

- Scale business growth and profitability
- Expand client services
- Increase research efficiency and quality

## THE SOLUTIONS

- IQ Ideas+
- InnovationQ+
- IP Analytics

## IMPACTFUL RESULTS

- Over 2X increase in employee productivity
- Improved ideation and technology narratives
- Increase confidence in patent and non-patent literature quality

“Since onboarding the IP Suite, we’ve expanded our services significantly and are now equipped to support our role as a Regional Innovation Cluster for the Small Business Administration.”

ELLE GAHL,  
*Founder*  
*Shadow Ridge Analytics LLC*

WE POWER THE INNOVATION THAT POWERS THE WORLD





## AGAINST THE ODDS

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Only  
**18%**

### Success Rate of First-Time Founders

Despite the formidable odds in the startup landscape, where first-time founders face a success rate of only 18% and the overall failure rate for new startups exceeds 65% within the first ten years, the entrepreneurial spirit perseveres.<sup>1</sup> In 2023 alone, nearly 5.49 million businesses were launched, indicating a 7.9% increase compared to the previous year.<sup>2</sup>

**Among these ventures emerges Shadow Ridge Analytics, founded in 2020 by Elle Gahl, a former engineer who transitioned into entrepreneurship.**

Specializing in innovation and IP consultancy, Shadow Ridge Analytics meticulously evaluates technologies, patents, and ideas for their commercial and licensing potential. They cater to federal tech transfer offices, private corporations, and small businesses alike.

Like most startups, Shadow Ridge Analytics faced resource constraints and time-intensive processes. Elle's team relied on free patent search tools and manual research, diverting valuable time from core activities.

To overcome these challenges, Elle invested in the IP.com Innovation Power (IP) Suite, reducing patent search times and streamlining workflows. The comprehensive software enabled her team to focus on core tasks, leading to significant productivity gains.



**"The IP Suite has been invaluable in refining our technology narratives and accelerating service delivery. It has also allowed us to serve a broader client base."**

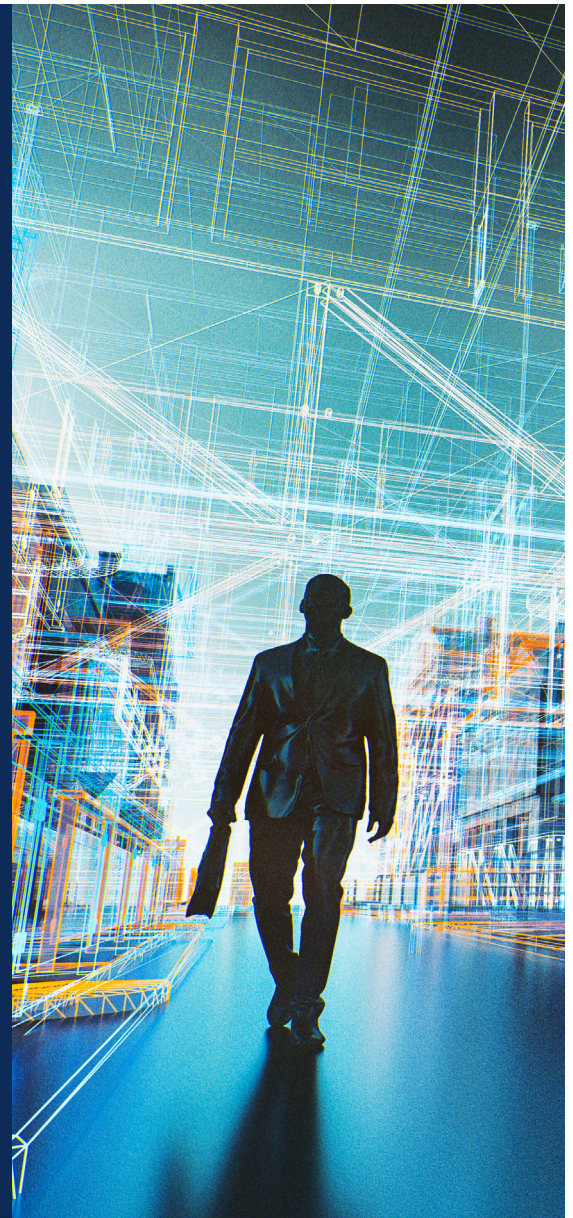
**Elle Gahl**

# TIME-SAVINGS. GROWTH. CONFIDENCE.

After building the foundation for a successful and sustainable business and seeking a more efficient method to optimize the patent and non-patent literature search process, Elle invested in onboarding the IP Suite, giving her the confidence and time-savings she needed to grow and expand her company further.

The comprehensive patent and non-patent literature search software coupled with the streamlined Technology Vitality and Patent Landscape Reports affords her team the time to pinpoint the final opinion of the licensing potential for the technology, increasing her company's bottom line considerably while having confidence in the overall quality of the patent and non-patent literature data foundation.

As ghostwriters working through ideation workflows, writing the narrative for the specific technology, the workflows reduce the manual writing process for her team and accelerate the delivery of services. This has become increasingly critical for the business growth of Shadow Ridge Analytics since becoming a Regional Innovation Cluster for the Small Business Administration in September 2023, expanding its network, business visibility, and presence within the innovation community.



## KEY PERFORMANCE IMPACTS

- ✓ **Optimize** the patent and non-patent literature search process.
- ✓ **Reallocate** saved time to focus on company growth and expansion.
- ✓ **Streamline** and automate the reporting process.
- ✓ **Increase** the business's productivity and bottom line.
- ✓ **Expand** the business's network, visibility, and presence in the industry.

Despite the scale of Shadow Ridge Analytics' private sector clients, Elle's dedication to the small business community and commitment to providing services to meet their innovation needs has grown as a result of the new Regional Innovation Cluster.

The added business efficiency provided by onboarding the IP Suite has helped make working with a broader group of small businesses possible.



**Overall, the integration of the IP Suite has propelled Shadow Ridge Analytics to new heights of success**, enabling them to offer comprehensive services, double their workflow efficiency, and maintain a steadfast commitment to supporting entrepreneurship.

Through their continued innovation and dedication to excellence, Shadow Ridge Analytics remains poised to drive growth and innovation in both government and private sectors, empowering clients to realize their full potential in the dynamic landscape of technology and intellectual property.

## THE RESULTS

**2X** Productivity Increase  
Since Adopting the IP Suite

Since integrating the IP Suite into their operations, Shadow Ridge Analytics has experienced transformative outcomes across various facets of business. Notably, the adoption of the IP Suite has catalyzed a remarkable increase of over 2X in employee productivity. By decreasing patent search times and streamlining workflows, the team can now dedicate more time and resources to value-added tasks, such as in-depth analysis and client engagement, ultimately amplifying their overall output and efficiency.

**Moreover, the utilization of the IP Suite has led to significant enhancements in ideation and technology narratives.**

With access to advanced analytics in InnovationQ+, Shadow Ridge Analytics can now deliver more refined and compelling narratives to its clients and the team can focus more of their time on their value-added services. This improvement not only bolsters their credibility and expertise but also fosters stronger client relationships, driving client satisfaction and loyalty.

The IP Suite has instilled a heightened level of confidence in the quality of patent and non-patent literature evaluated by Shadow Ridge Analytics. By leveraging the sophisticated analytics capabilities and extensive database access offered by the IP Suite, the team can conduct more thorough and accurate assessments, ensuring that their clients receive the most reliable and actionable insights. This increased confidence not only enhances the credibility of Shadow Ridge Analytics but also enables its clients to make more informed and strategic business decisions.

SOURCES: 1: USBLs | 2: Oberlo.com



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INNOVATION POTENTIAL**

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