



# Start-up Identification and Technology Mapping – Anti-aging

Case Study

<b>Client</b>	Leading player in the cosmetics industry
<b>Industry</b>	Cosmetics industry
<b>Products</b>	Cosmetics & beauty products

## Context

- The client wanted to gain insights regarding start-ups/spin-offs (hereinafter, “start-ups”) in the field of anti-aging. In addition, the client focused on identifying different types of anti-aging solutions/technologies (diagnostic, preventive, therapeutic, and reversal) developed by start-ups.

## Key Business Questions

- What are the emerging technologies in the anti-aging domain?
- Who could be suitable partners in this domain?

## Engagement Scope

1

### Landscape View/Trend Analysis

- Who are the start-ups active in the anti-aging domain?
- What are the key research trends?
  - Research activity trends
  - Geographical hot-spots
- Which are the major focus areas of identified start-ups in the anti-aging domain?
  - Skin aging
  - Genetic aging
  - Environmental aging
- What are the emerging technical trends in this domain?

2

### Start-up & Technology Assessment

- What are the technologies developed by start-ups?
  - Device-based technologies
  - Ingredient-based technologies
  - Gene therapy
- What are the benefits of identified technologies?
- Which startups are working on multiple aging technologies?
- Are identified technologies patent protected?

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### Future Bridge Insights

- Which start-ups with robust technology are seen as probable partnership candidates?
- What are the licensing opportunities available in this domain?

## Research Methodology

### Secondary Research

- Scanned start-up portals (Angel, Crunch Base, etc.), crowd funding sources, and social networking sites (LinkedIn, Facebook, etc.)
- Referred to government portals, university portals, company websites, technology portals and patent/scientific literature databases, etc.

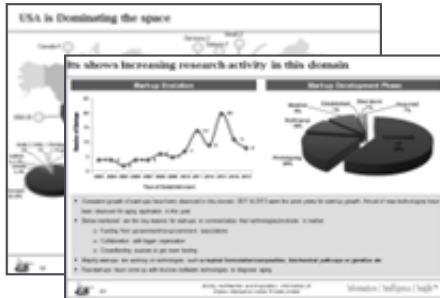
## Benefits to Client

- Helped client understand anti-aging technologies
- Provided an in-depth assessment of start-ups
- Provided technological benchmarking to identify probable partnership candidates

## Sample Analysis

1

### Landscape View/Trend Analysis



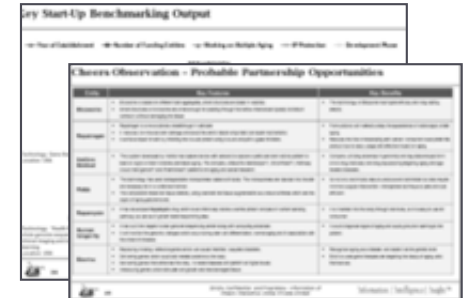
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### Start-up & Technology Assessment



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### FutureBridge Insights



# Thank you

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