Innovation Pipeline Creation – Microbiome Platforms for CHC

Case Study



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Client	A global healthcare company
Industry	Consumer healthcare
Products	Microbiome formulations (digestive health, skin health, oral care & C&C/allergy)

Context

The client, with a diverse product portfolio in the OTC domain, aimed at understanding the level of
interest in probiotics, prebiotics, and bacterial lysate extracts and identifying short-term as well as longterm pipeline opportunities.

Key Business Questions

- What are the key market trends and how are academicians harnessing the power of microbiome for various consumer applications?
- Which are the marketed probiotics, prebiotics, and bacterial lysate products in the OTC division?
- What is the current regulatory framew ork and associated challenges for such products?
- Which technologies are being developed to boost product benefits, novel strains, and format & stabilization techniques?

2 3 1 4 **Product & Technology** Competitive Landscape **Opportunity Assessment** Market Assessment Assessment How is the market outlook both, at What are the technological What are the key products and their Which are the key application areas for . macro- and micro-level, for microbiome developments with respect to benefits? microbiome products? products? probiotics/prebiotics/bacterial lysate? Who are the key technology owners and What are some of the key success • parameters for the assessment of What is the role of emerging markets in What are the key technologies in the how does their portfolio appear? microbiome development? products and players as probable market? Which products fall under the regulatory partnership opportunities? classes? What are the required regulatory Who are the key competitors in the . approvals? market? Which type of company can be What are the benefits provided by the considered for partnership and what What are the key drivers for microbiome available products/technologies? Which are the major technological areas . value do they bring? platforms? with growth potential? Do they have supportive IP portfolio and desired level of scientific evidence?

Engagement Scope

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Research Methodology

Secondary Research

 Technology landscape using data sources such as company websites, industry portals, technology blogs, web portal forums, general articles, patent searches, etc.

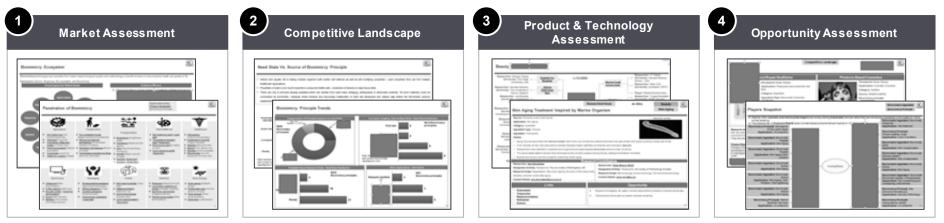
Primary Research

 30+ interviews conducted with industry experts and officials from regulatory panels to understand market readiness

Benefits to Client

- Comparative assessment of various application segments that are either matured or are in the introductory phase
- Regulatory scenario across geographies (the US, Europe, Japan, etc.), including information such as label requirements and label inclusion criteria and approvals
- Assistance in strategic decision-making by creating short/long-term pipeline leads comprising collaboration with research institutes
- Recommendation on fulfillment of long-term goals and equity investment in startups

Sample Analysis



Thank you

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