Opportunity Assessment for Bio-based Building Blocks

Case Study



Opportunity Assessment for Bio-based Building Blocks

Client	Company specializing in bio-based solutions
Industry	Agrochemicals and pharmaceuticals
Products	Bio-based building blocks/starting materials

Context

The client focused on evaluating the growth opportunity for its bio-based building blocks/starting materials that can be used to synthesize several families of chiral intermediates and active ingredients.

Key Business Questions

- Which chiral intermediates and active ingredient families would be the most lucrative for the client?
- Which are the most prospective customers for the client?

Engagement Scope



Scouting for Potential Molecules

Which are the various intermediates and active ingredients that can be synthesized from bio-based building blocks/starting materials?

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Profiling of Selected Molecules

- How long has the product been in the market (no. of years)? Is the product generic or patented?
- How is the global market segmented based on family member and geography?
- Which are the key players across various nodes in the value chain?
- What would be the growth outlook, including demand drivers and inhibitors?
- What is the average market price?
- Which are the major customers in the market?

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Key Findings and Conclusion

- Two intermediates and seven active ingredient families have been identified as the most lucrative for the client
- Several new customers have been identified, which were not known to the client

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Research Methodology

Secondary Research

- Conducted desk research to study company websites, annual reports, etc.
- Referred to paid and public databases for association report, market report, etc.

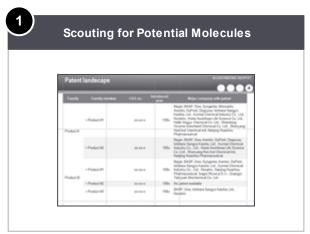
Primary Research

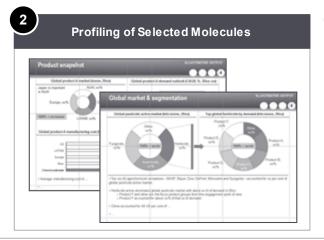
 20+ interviews with senior executives and key personnel working with bio-based building blocks to synthetize chiral intermediates and active ingredients

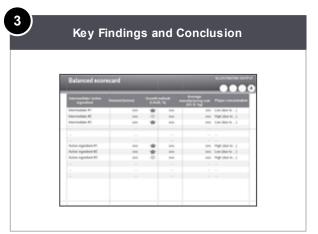
Benefits to Client

- Two intermediates and seven active ingredient families have been identified as the most lucrative for the client
- Several new customers have been identified

Sample Analysis







Thank you

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