

Emerging Technology Assessment for Novel Product Development

Advisory to evaluate natural phenomenon and enabling technology such as Biomimicry



Quick overview

Our client wanted to explore new state-of-the-art technology assessments and derive specific opportunities and leads to expanding its product pipeline from short to long term. The technical landscape was used to understand the natural phenomenon that could be used for humans. Biomimicry was one of the leading phenomena that was shortlisted for deep-dive assessment. FutureBridge conducted in-depth technology assessment across different application areas such as skin, compromised skin, oral, allergy, and gut health.

Client success details

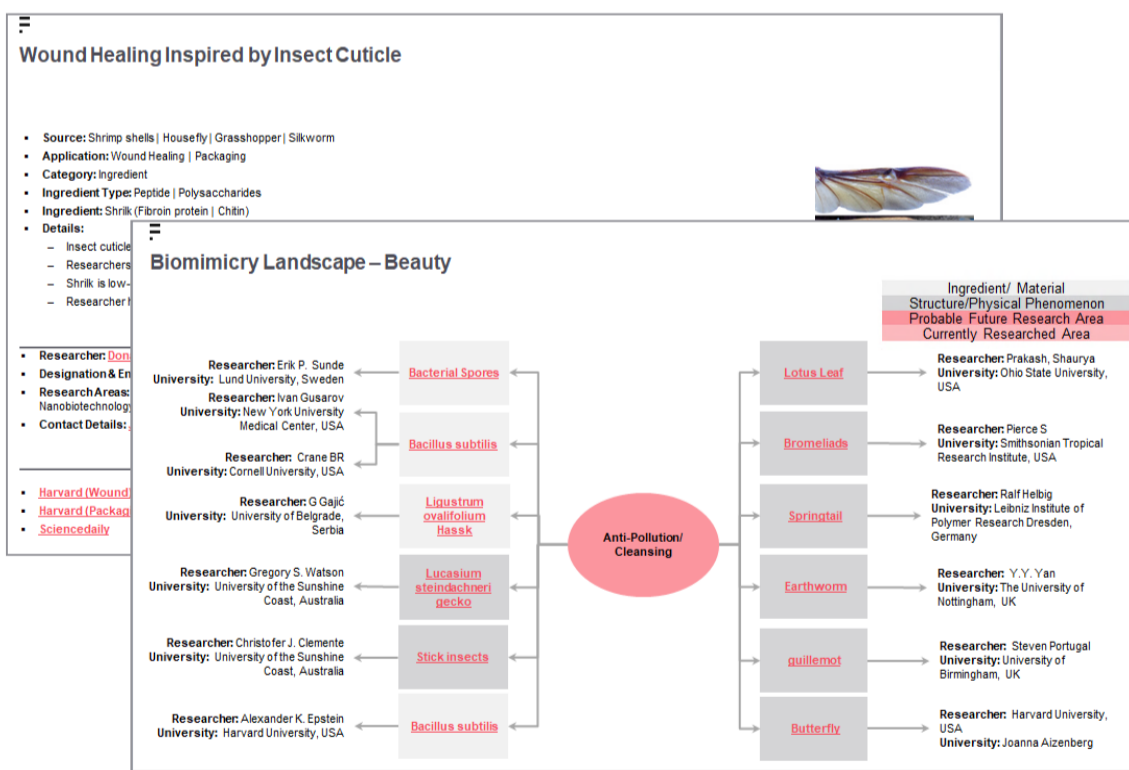
Using FutureBridge’s deep-dive methodology that was focused on technology aspects, specifications, primary properties, success indicators, similarities, and analogs, the client was able to gather the following insights-

One of the biggest trends for innovation is the use of Nature origin. Within which, Biomimicry is an attractive concept that has the potential to address unmet needs at various levels in different therapeutic areas.

- What are the different naturally existing that can be used for humans?
- Which phenomenon is the most appropriate for the development?
- What is the penetration of Biomimicry innovation in different industries?
- What are the exploratory examples of Biomimicry principles and processes and associated applications?
- Who are the players involved in Biomimicry development?
- What are the different grants provided for research for diverse application areas in key geographies?

FutureBridge screened the complete ecosystem of Biomimicry technology provided insights that included:

- A long list of natural phenomena for human use
- Detailed relevant profiles of Biomimicry principles
- Opportunities – Identified & clustered priority opportunities
- Product design concept/ prototype development
- Potential application areas – Baby, Beauty (skin/ hair), Wound care, Oral care, CCA (cough, cold & allergy)



The technology landscape, key players, concepts, processes, and IP insights delivered by FutureBridge helped the client to shortlist key application areas for future investment. The client could also understand the learnings from adjacent industries to cross-pollinate the existing pipeline with a new research program.

Additionally, using the specific insights on the early innovators in this segment, the client was able to short-list future technology academia partners to evaluate new products development possibilities.

About FutureBridge

FutureBridge tracks and advises on the future of industries from a 1-to-25 year perspective.

We keep you ahead on the technology curve, propel your growth, identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.