



Control Delivery System / Diffusion System for Liquids

Case Study

Client	World largest privately-owned fragrance & flavor company
Industry	Fragrance & flavor industry
Products	Fragrance & flavor Products

Context

- The objective of the study is identify emerging/upcoming innovations developed by the start-ups' / small players / Universities having licensing platforms on control delivery of liquid for air freshener industry as well as adjacent industries.
- **Key Business Questions**
- What are the emerging/upcoming innovations available in the market for the control delivery of liquid?
- Who are the developers of identified technologies?
- What are the materials and devices used for control delivery of liquid?
- What is the scalability of identified technologies / products?

Engagement Scope

1

Players Assessment

- Who are the players active in control delivery of liquids? (Start-up / small companies/ universities/ institutes)
- What are the details of identified players? (Established year/ employee strength, etc.)

2

Innovation Landscape

- What are the control delivery technologies developed by the players? (example: Natural/ stimuli responsive control delivery/ Devices, etc.)
- What is the working mechanism of identified technologies?
- What are the benefits of identified technologies?
- What is the stage of development? (ideation scale / commercial scale)
- What is the application of identified technologies? (Air freshener/ pharmaceutical/ food/ Chemical, etc.)

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Opportunities Assessment

- Who could be the suitable partnership candidate from licensing/ acquisition perspective?
- What are the parameters suitable for identification of partnership candidates?

Research Methodology

Secondary Research

- Conducted literature searches on various patent and scientific literature databases such as Science direct, Questel Orbit etc.
- Conducted searches on university portals, news portals, technology blogs etc.
- Conducted searches on product databases, start-up portals, company websites etc.

Primary Research

- Telephonic interviews with key stake holders such as technology developers, research institutes, start-ups, etc.

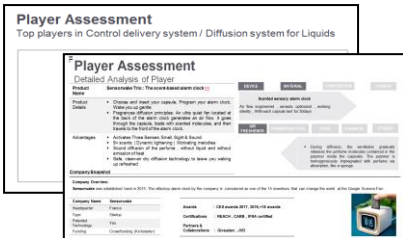
Benefits to Client

- Helped Client to identify emerging/upcoming innovations in control delivery of liquid.
- Helped Client to identify major players in licensing platforms on control delivery of liquid for air freshener industry as well as adjacent industries..
- Helped Client in understanding partnership / acquisition opportunities
- Client understood the key emerging technical trends.
- Helped Client to spot the less competitive areas and white spaces.

Sample Analysis

1

Players Assessment



2

Innovation Landscape



3

Opportunities Assessment



Thank you

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