



IP Landscape – Skin Microbiome

Case Study

Client	Leading player in skincare industry
Industry	Personal care
Products	Skin care products

Engagement Scope

1

Technology / Open Innovation Landscape

- Who are the players active in skin microbiome area? (Start-up / University, etc.) What are technologies developed by the players?
- What are the benefits of microbiome technologies? What is the working mechanism of identified microbiome technologies? How scientific concepts have evolved over time? What are the most emerging scientific concepts and protected (or likely to) areas?
- What is the proportion of research and protection effort dedicated to analytical methods/ understanding mechanism/ investigating/ developing new technology/ product solution? Is there a shift over time?

2

Competitive Assessment

- Who are the key players working on microbiome technologies? What is the focus area of key players?
- What are the key scientific approaches/concepts followed by players?
- How many microbiome technologies have been approved (in terms of grant of patent)?
- What type of regulations, players are following?
- Who are the KOL (Key Opinion Leaders) of this domain? Who are the players showing key collaboration activity and in which area?

3

Opportunity Assessment

- What are the geographical hot-spots?
- What are the research activity trends?
- What are the technical trends observed in this domain?
- How much is the research and protection effort intensity in this area?
- What are the opportunities available in this domain?
 - Open innovation opportunities (Licensing/ partnership)
 - Whitespace assessment
 - Technology transfer opportunities, etc.

Context

- Client wanted to perform landscape on skin microbiome for in-depth understanding of this domain. Client would like to understand rationale, science and emerging technologies/approaches within the space of microbiome.

Key Business Questions

- Who are the technology developers of this domain?
- What are the trends associated with microbiome domain?
- What are the opportunities available in microbiome domain?
- What competitors are doing in this space?

Thank you

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