IP Landscape – Skin Microbiome

Case Study



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

Engagement Scope

UTechnology / Open Innovation Landscape

- Who are the playersactive 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?

Context

2

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

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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?

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?

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.

Research Methodology

Secondary Research

- Conducted literature searches on patent databases such as Thomson Innovation, Espacenet, USPTO etc. and scientific literature databases such as Science direct etc.
- Conducted searches on Clinical trial databases, technology portals, company websites, start-up portals, crowd funding sources, etc.

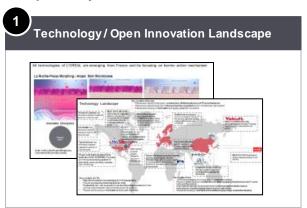
Benefits to Client

- Helped Client to understand microbiome domain
- Helped Client to understand opportunities available in this domain

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Helped Client to understand competitors R&D strategy in this domain

Sample Analysis

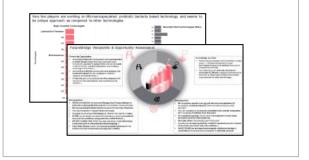


Competitive Assessment

2



Opportunity Assessment



Thank you

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