



# Start-ups Landscape – Anti-aging & Personalization

Case Study

<b>Client</b>	Leading player in cosmetic market
<b>Industry</b>	Cosmetic industry
<b>Products</b>	Cosmetics & beauty products

## Engagement Scope

1
Landscape View/Trend Analysis

- Who are the start-ups active in anti-aging and personalization domain?
- What are the key research trends?
  - Research activity trends
  - Geographical hot-spots, etc.
- What are the major focus areas of identified start-ups in aging and personalization domain?
  - Skin aging
  - Genetic aging
  - Smart mirror, etc.

## Context

- Client wanted to have a complete scenario on technology/ research work that start-ups/ spin-offs (hereinafter, “start-ups”) are doing in the field of ageing and personalization. This includes different types of ageing solutions/ technologies (diagnostic, preventive, therapeutic, reversal) developed by start-ups and used to reduce the aging effects

## Key Business Questions

- What are the emerging technologies in aging and personalization domain?
- Who could be suitable partner in aging and personalization domain?

2
Start-up & Technology Assessment

- What are the technologies developed by start-ups?
  - Device based technologies
  - Ingredient based technologies
  - Gene therapy, etc.
- What are the benefits of identified technologies?
- Which are the startups working on multiple aging technologies and novel personalization technologies?
- Are identified technologies patent protected?

3
FutureBridge Insight

- Which are the key start-ups with robust technology & can be seen as the probable partnership candidates?
- What are the licensing opportunities available in this domain?
- What are the emerging technical trends of anti-aging and personalization domain?
  - Technology specific trends, etc.

## Research Methodology

### Secondary Research

- Scanned start-up portals (Angel, Crunch base etc.), crowd funding sources & social networking sites (LinkedIn, Facebook etc.)
- Conducted searches on government portals, university portals, company websites, technology portals and patent/ scientific literature databases etc.

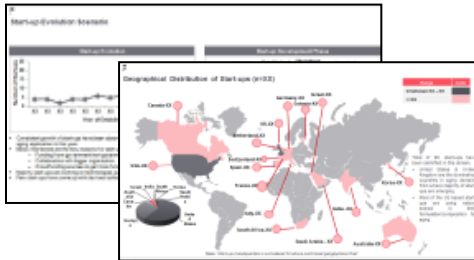
## Benefits to Client

- Helped client to understand technologies about aging and personalization
- Provided, an in-depth assessment of start-ups
- Provided benchmarking around technologies to understand probable partnership candidates

## Sample Analysis

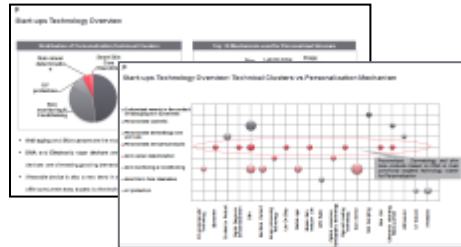
1

### Landscape View/Trend Analysis



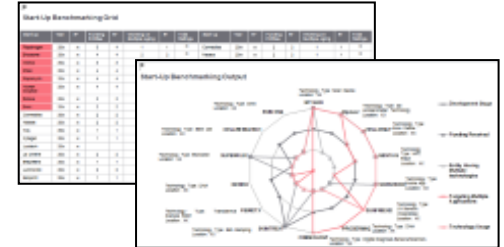
2

### Start-up & Technology Assessment



3

### FutureBridge Insight



# Thank you

## **North America**

55 Madison Ave, Suite 400  
Morristown, NJ 07960  
USA  
T: +1 212 835 1590

## **Europe**

Stadsplateau 7  
3521 AZ Utrecht  
The Netherlands  
T: +31 30 298 2108

## **United Kingdom**

5 Chancery Lane  
London EC4A 1BL  
United Kingdom  
T: +44 207 406 7548

## **Asia Pacific**

Millennium Business Park  
Sector 3, Building # 4, Mahape  
Navi Mumbai 400 710  
India  
T: +91 22 6772 5700