



Technology Landscape – Biodegradable Microencapsulation

Case Study

Client	Leading multinational consumer goods company
Industry	Personal Care and Home Care Industry
Products	Micro Encapsulated Perfume / Active Ingredients

Context

The objective of the engagement is to understand biodegradable innovations in the area of microcapsule delivery systems for perfume / active ingredients.

Key Business Questions

- What are the biodegradable microencapsulation technology available at research and commercial scale?
- Who are the players active in this area?
- Who could be the suitable partnership candidates in this domain?
- What are the technical trends associated with the biodegradable microencapsulation technology?

Engagement Scope

1
Open Innovation Landscape

- Who are the players active in this domain? (Start-up/ suppliers/ universities/ institutes/ inventors)
- What are the ingredients encapsulated by biodegradable microcapsule? (e.g. perfume / actives, etc.)
- What are the applications of identified ingredients (Perfume/Personal care/Home Care industry)?
- What are the benefit/ advantage and working mechanism / science of identified material?

2
Opportunity Assessment

- What are the key material trend associated with this domain?
- What are the emerging areas in biodegradable microcapsule delivery system space?
- What are the geographical hot-spots?
- What are the less competitive areas?
- Who could be the suitable partners in this domain?
- What could be the benchmarking parameters for suitable partners identification (Global Innovation Ranking/Years in Business/IP protection etc.)?

Research Methodology

Secondary Research

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

Benefits to Client

- Helped Client to understand technology and emerging trend
- Provided in-depth assessment to understand myriad biodegradable microencapsulation technology for different application
- Helped Client to understand partnership / acquisition opportunities

Sample Analysis

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Open Innovation Landscape



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Opportunity Assessment



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