



Whitespace Assessment Competitive Intelligence IP Strategy – Dry Shampoo

Case Study

Client	A Leading Player in Hair Care Category
Industry	Hair Care Industry
Products	Dry Shampoo Product

Engagement Scope

1
Technology Landscape

- Who are the technology developers in dry shampoo?
- What are the technologies used today and what is new/emerging in starches for oil absorption from the hair follicle and scalp?
- What are the technologies used today and what are new/emerging innovations to improve cleaning/therapeutic/beauty benefits from dry shampoo?
- What are the Intellectual Property strategies developed by technology developers to protect key consumer benefits in dry shampoo category?
- What are the new/emerging business models adapted by players in dry shampoo category?

2
Competitive Landscape

- Who are competitors active in dry shampoo category?
- What are the Intellectual Property strategies developed by competitors in dry shampoo category?
- What are the technologies and products developed by competitors in dry shampoo category?
- What are the future technologies on which competitors are working? (recent R&D activity)
- What are the preferred routes for growth (organic Vs. inorganic)?
- What are the licensing opportunities explored by competitors in dry shampoo domain?

3
Licensing Opportunities & Whitespace Analysis

- What are the licensing opportunities available in dry shampoo domain?
- What are the partnership opportunities available in dry shampoo domain?
- What are the key research and geographical trends associated with dry shampoo category?
- What are the whitespaces available in dry shampoo category? What are the key research areas, where Client should increase their patenting activities?
- What are offensive IP strategies, that helpful for Client to protect their invention/innovation from competitors?

Context

- Client wanted to develop an Intellectual Property strategy to protect key consumer benefit areas within the dry shampoo category. Therefore, Client would like to conduct a landscaping activity on current and emerging/new innovations being used in the dry shampoo hair care category.

Key Business Questions

- What are the technologies used today and what is new/emerging in starches for oil absorption from the hair follicle and scalp? What are the technologies used today and what is new/emerging to improve cleaning related benefits from dry shampoo?
- What are the technologies used today and what is new/emerging in providing beauty related benefits from dry shampoo?

Research Methodology

Secondary Research

- Conducted searches on databases such as Orbit, GNPD, Espacenet, USPTO, start-up portals, open innovation portals, university portals, newsportals, scientific literatures, crowd funding sources, social media sites, company website etc.

Primary Research

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

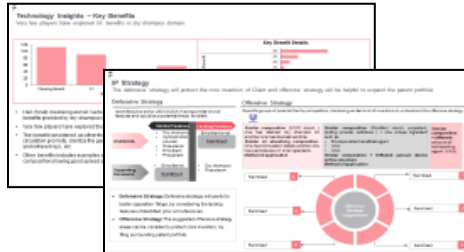
Benefits to Client

- Helped Client to built new technology adopting strategy
- Helped Client to understand licensing opportunities
- Helped Client to understand competitors organic and inorganic strategy
- Helped Client to understand emerging innovations in dry shampoo category

Sample Analysis

1

Technology Landscape



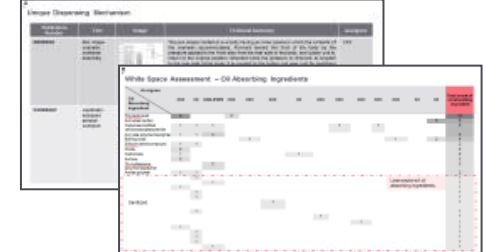
2

Competitive Landscape



3

Licensing Opportunities & Whitespace Analysis



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