

Advanced nutrition



Our client, a leading multinational, was interested in conducting an assessment on organisations seeking to commercialise nutritional recommendations based on microbiome collection, testing and analysis.

We identified candidate organisations by reviewing company databases, scientific publications, patent literature and venture funding databases. Each organisation was assessed for its suitability for partnership based on a framework developed in conversation with the client.

Several aspects were considered, including scientific rigour such as the validity of algorithms used, quality of advice given to the consumer, and business models.

We recommended organisations best suited to work with the client in this space.

Technologies

- Commercial analysis
- Research
- Partnerships

Domain expertise

- Nutrition
- Algorithms

