

What is the opportunity to
provide a novel probiotic
supplement?



**Our client wanted to identify novel
probiotic strains with proven health
benefits for exclusive use.**

Technologies

- Trend analysis and mapping
- Market analysis
- Partner identification

Domain expertise

- Health and wellness



The project story:

An overview across health benefits was provided incorporating research on established and emerging areas, global hotspots, funding, patent activity and across companies, institutes, academics, and SMEs.

Interviews were conducted with experts from clinical, medical, and probiotic research labs, and were vital to gaining insights into areas where non-commercialised strains might be found. The robustness of experimental models to prove beneficial effects in humans was also investigated.

Results: deliverables and outcomes

Novel probiotic strains were identified with data to prove efficacy.

Leading academics and SMEs working on identifying novel strains that were receptive to undertaking early stage development research with our client were identified.

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