

Which start-ups best fit our requirements for an innovative skincare partner?



**Our client wanted to identify start-ups with microbiome-based skincare products. It was important to the client to identify innovative start-ups to support their already significant knowledge in skincare.**

**Technologies**

- Partner identification
- Research
- Landscaping

**Domain expertise**

- Personal care
- Skincare





## The project story:

We undertook secondary research using several sources to identify relevant targets including databases for crowdfunding, innovative SMEs, patents, literature, and university spin-offs.

Interviews were particularly important to identify start-ups which were not visible through published sources. Prioritised companies were evaluated through detailed conversations with co-founders and MDs and were assessed based on several criteria including, technical competence, innovation pipeline, IP, receptivity to partnership, and any conflicts of interest.

## Results: deliverables and outcomes

We shared with the client the landscape of innovative start-ups and their technologies in this space and recommended those who best fit the client's criteria.

## Contact us

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