



Research Landscape and Partner Identification – Smart Materials

Case Study

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|-----------------|--|
| Client | Leading player in the cosmetics industry |
| Industry | Cosmetics industry |
| Products | Cosmetics & beauty products |

Context

- The objective of the current study was to provide landscape view and detail assessment of entities working with smart materials (materials that are functionally or actively smart, that is, they respond in a defined and programmed way to an external stimulus).

Key Business Questions

- What are the technical trends in the smart materials domain?
- Who are the research players consistently working on smart materials?
- Who could be the probable research partner in the smart materials domain?

Engagement Scope

1

Research Landscape

- What are the novel smart material technologies?
- What are the key benefits of identified technologies?
- Which are the preferred application areas of identified materials?
- Which are the preferred stimuli responsive smart material technologies?
- What are the key trends in the smart materials domain?
 - Technical trends
 - Research activity trends
 - Geographical hot-spots

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Research Entity Assessment

- Who are the research entities (academicians, inventors, etc.) conducting consistent activities in the smart materials domain?
- Do identified research entities have R&D facilities for the development of smart materials?
- Are identified technologies of entities patent protected?
- Have identified players received any funding/award for their technology?

3

Opportunity Assessment

- Who are the suitable research partners in the smart materials domain?
- What are the technology shortlisting/benchmarking parameters?
- What opportunities are available in this domain?

Research Methodology

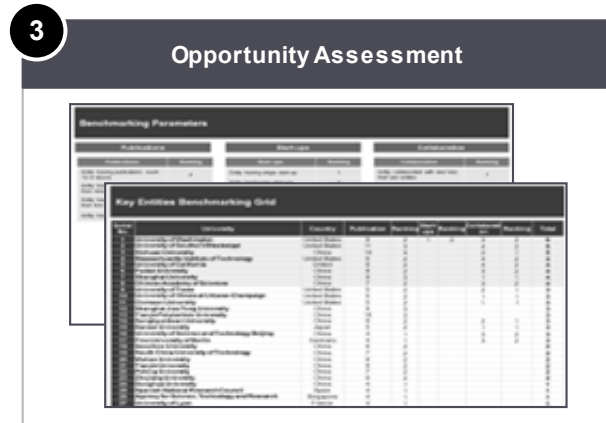
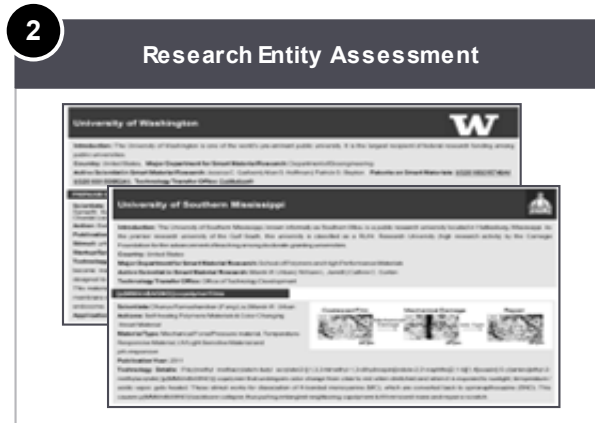
Secondary Research

- Referred to patent databases such as Thomson Innovation, Espacenet, USPTO, etc., scientific literature databases such as Science Direct, start-up databases, ingredient databases, university portals, news portals, technology blogs, technology portals, social media platforms, and technology licensing platforms

Benefits to Client

- Helped the client identify technical trends and partnership opportunities in the smart materials domain

Engagement Scope



Thank you

North America

55 Madison Ave, Suite 400
Morristown, NJ 07960
USA
T: +1 212 835 1590

Europe

328-334 Graadt van Roggenweg
4th Floor, Utrecht, 3531 AH
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