

# Market expansion by partner-led innovation (PLI)

Strategic advisory for speed to market through external innovation & In-licensing



## Quick overview

Our client, a conglomerate with high stakes in consumer healthcare products, wanted to expand its portfolio and markets in the allergy category. The advisory support was used for the selection of molecules, brands, and partnering companies from leading & emerging geographies to fast-track the new product launches and win market share.

## Client success details

FutureBridge's comprehensive methodology focused on product specifications, primary and secondary claims, drug and combination formula, quality control standards, brand image, intent for partnerships, and other important parameters, the client selected potential partners and products based on our insights on the following-

In order to match with the speed of innovation and the cost associated with it, partnering with relevant entities can balance and further augment existing portfolio with upgrade or extensions. Partner led innovation could be the key business model to access innovations at large and maximize value.

- What are the different product categories, brands that could be added to the portfolio?
- Who are the players providing target formula along with immunity booster excipient in priorities countries?
- What is the feasibility of the license availability of the shortlisted player?
- What are the suitability and the success potential of licensing with the shortlisted players?
- What are the different advantages that partners can bring on board such as regulatory approvals, brand value, distribution channel, raw material, and others in the area of allergy, cough & cold?

FutureBridge screened and benchmarked the complete landscape of the Cough & Cold market for priority ingredients. These included:

- Product specifications and related claims (immunity, sore throat, winter wellness, respiratory health) and the scientific proof associated with the ingredients
- Format and Formulations (Syrup, Caplets, Liquids, Oils, Blends, Spray, etc.)
- Regulatory Classifications and routes of registrations (OTC, Supplement, Herbal)
- Benchmarking to prioritize potential partners and their relevant product portfolio

**Roll out opportunity – XXX**  
Player Profile

XX Corporation	XXX	XX
<b>Burana (Powder)</b> Contact Details: Orion Corporation, Orionintie 1A, FI-02200 Espoo, Finland . Tel. +358 10 4261	<b>Ibuprofen (Effervescent granules)</b> Contact Details: Via Ippolito Rosellini, 12, 20124 Milano MI, Italy. Tel. 02-6082751	<b>Ferens (Effy, Tablet) &amp; Subitene (Effy, Tablet &amp; granule)</b> Contact Details: Cipla House, Lower Parel, Mumbai-400013, India. Tel. +91-2224820000

**Player Brief**

Manufacturer

Current Market

EuGMP

Mfg. Capacity

**Product Details**

Product Name: CC  
 Active: Ibuprofen  
 Dose: 5% w/w  
 Format: Topical Gel  
 Marketed Country: UK  
 Availability: OTC  
 Claim: Speed relief gel | Penetrates direct to point of pain  
 Indication: For the topical treatment of backache, rheumatic and muscular pain, sprains, strains and neuralgia. Ibugel is also indicated for symptomatic relief of pain due to non-serious arthritic conditions  
 First Authorization Date: April 1991

**Safety Data**

The (dose-corrected) relative bioavailability of the topical ibuprofen was found to be 22 +/- 12% (95% CI: 14-30%) of that after oral administration. The plasma elimination half-life was 2.5 +/- 1.4 h (95% CI: 1.9-3.2) for topical administration, and 1.8 +/- 0.5 h (95% CI: 1.6-2.1) after oral administration (not significant, p > 0.05).

**Player Details**

Market Authorization Holder: XX  
 Headquarter: UK  
 US GMP: No  
 Manufacturer: XX Laboratories Ltd  
 Manufacturing Site: UK  
 US GMP: Yes

The prioritization list of products and partners delivered by FutureBridge helped the client to shortlist players (licensed manufacturer) with product license (target markets as well as other markets), product positioning, and indicative clusters to support their aspiration of launching a new product, mono or combination by in-licensing.

In addition, the client could also augment the parent brand's core cough & cold with value addition such as immunity-boosting benefits through desired nutrition ingredients.

## About FutureBridge

FutureBridge tracks and advises on the future of industries from a 1-to-25 year perspective.

We keep you ahead on the technology curve, propel your growth, identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.