

INSIGHT AND ANSWERS

VentureRadar Consulting

VentureRadar Consulting services are designed to add significant value to our core VentureRadar Discovery services

INSIGHT AND ANSWERS

About VentureRadar

From landscaping emerging technologies to solving innovation challenges; our clients rely on us to help find partners, competitors, acquisition targets and experts; to understand markets and to explore innovation ecosystems.

VentureRadar Discovery services are underpinned by a powerful proprietary technology to discover companies and interpret their innovation and growth signals across the web.

VentureRadar Consulting services build on our core discovery service to provide deep and unique insights, designed to address your specific innovation project needs.

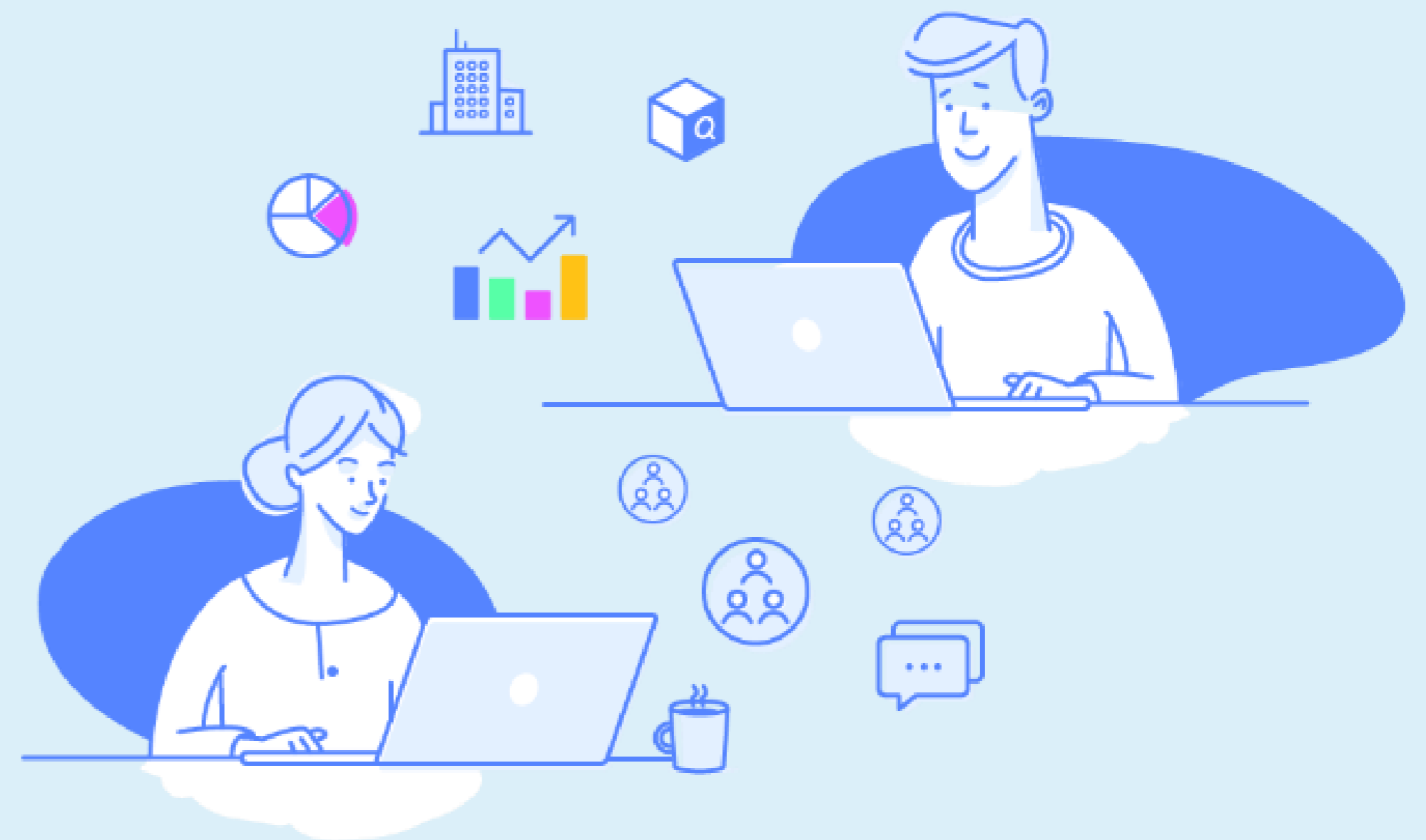
INSIGHT AND ANSWERS

VentureRadar Consulting

Our customised *VentureRadar Consulting* takes our core *VentureRadar Discovery* service to the next level, by exploring innovation ecosystems and delivering deep insights.

Setting objectives: We can help you or your team define, refine and prioritise your innovation discovery objectives prior to mapping on to customised searches.

Advanced Analysis: We can dig deep into the innovation space, extracting more meaning and insight to answer your unique innovation questions.



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Tailored Services to Deliver Unique Insight

Setting objectives

- ✓ Stakeholder Engagement / Workshops
- ✓ Challenge Definition and Refinement
- ✓ Pre-Search Ideation

Advanced Analysis

- ✓ Company Interviews
- ✓ Custom Profiling, Assessment and Prioritisation
- ✓ Trend Analysis (Technology / Product / Market)
- ✓ Additional Due Diligence / Patent Searches
- ✓ Custom Insight Reports / White Papers
- ✓ Delivering Clear Recommendations

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Addressing your Unique Innovation Questions

What are the latest innovations in beverage cooling technology?

How is the IoT landscape impacting the personal care space?

What rapid growth propositions can I build by partnering with a start-up in my space?

What technology can I rapidly incorporate into my products to deliver competitive advantage?

What are the emerging business models in the Fintech industry?

What technologies can extend our food product shelf life without compromising quality?

How can artificial intelligence add value to my future products?

Your unique innovation challenge in any sector or market...

How can *VentureRadar Consulting* help support your innovation goals?

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Types of Engagement

Advanced Technology and Partner Discovery

Find and assess companies with innovative technologies or capabilities which address specific innovation challenges or needs

Advanced Landscaping and Exploration

Understand the technologies, companies and industry dynamics in domains of interest to identify ideas, opportunities or threats

Technology Roadmapping and Horizon Scanning

Map the emerging technology platforms, understand future development scenarios and enable future strategic planning in you areas of interest

Technology Due Diligence

Assess the capabilities of technologies in a chosen domain against technical and commercial criteria

Investment, Acquisition or License Opportunities

Find, filter and assess investment or acquisition targets

Incubator / Accelerator Candidate Pipeline

Identify companies to incorporate into pitch events or corporate accelerator or incubator programs

Engaging Experts for Problem Solving

Solicit the opinions of industrial and academic experts to solve your most pressing challenges

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Engagement Across All Sectors

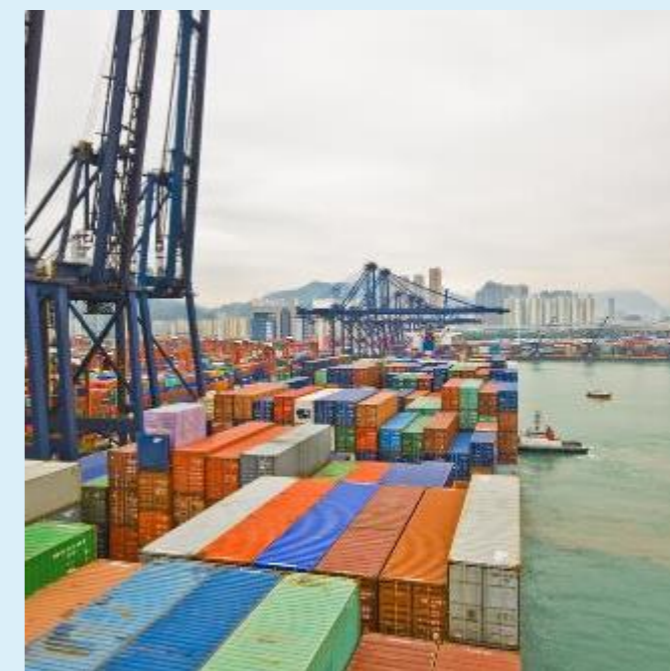
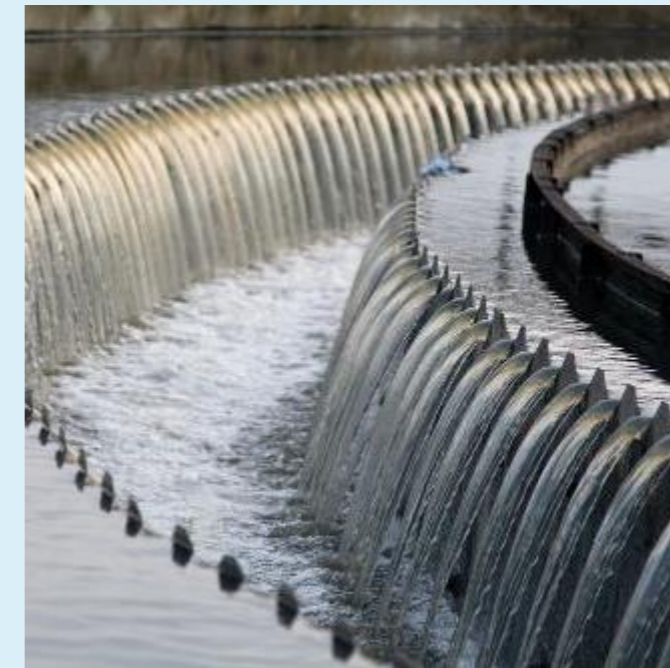


KNOWLEDGE ACROSS MULTIPLE SECTORS

We work with global leaders across all sectors.

From Pharma to Consumer Goods; Industrial to Medical.

Our cross-sector approach give us the broad perspective we require.



VentureRadar Consulting

Case Studies and Illustrations of Our Work

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Vetting high potential start-ups for a leading incubator program



Type of Engagement:

- Advanced Landscaping and Exploration
- Incubator Candidate Pipeline

THE CHALLENGE: A global cosmetics company wanted to explore the innovation ecosystem in the broad theme ‘future of beauty’, then select and engage five high potential start-ups for their internal incubator program.

THE PROJECT: A client consultation using stimulus from broad searches identified key technology themes shaping the ‘future of beauty’ space. Each theme was then explored in detail in a series of iterated searches. Analysis of companies within each theme established a shortlist of 80 companies with the highest potential, across a range of innovation categories. A rigorous vetting exercise, including interviews with company executives, filtered the list down to 10 recommended start-ups for the client to engage with.

THE OUTCOME: In addition to identifying 10 extremely well vetted high potential start-ups, the process was extremely useful in building client team’s knowledge about trends at the leading edge of beauty innovation.

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Navigating opportunities in the emerging “smart” home cleaning technology market



Type of Engagement:

- Advanced Landscaping and Exploration
- Technology Roadmapping and Horizon Scanning

THE CHALLENGE: A global consumer cleaning brand owner wanted to explore how smart technologies are being incorporated into innovative home cleaning devices and identify new opportunities in this area.

THE PROJECT: A wide range of examples of smart home cleaning devices were identified from across the globe. These were categorised into application area, core smart features and consumer benefit. This helped build insight into which features were gimmicks and which were delivering true value to the consumer. Additional research sought evidence for the commercial success of products and their popularity amongst consumers. Research was summarised in a visual analysis which clearly and concisely outlined the landscape and areas of opportunity.

THE OUTCOME: The insights helped form a product development strategy and technology roadmap, by learning from the success and failure of others in this market.

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Emerging technologies and models in sustainable beverage packaging



Type of Engagement:

- Advanced Landscaping and Exploration
- Technology Roadmapping and Horizon Scanning

THE CHALLENGE: The client was seeking to explore innovations in sustainable beverage packaging to understand the future scenarios in this industry.

THE PROJECT: Initial work with the client outlined the major categories to research in more detail, ranging from pack materials, pack formats, product formats and home beverage dispense systems. Searches were then undertaken to find the most innovative plays in each category. Interviewing companies and commentators helped build a clearer picture of future trends and drivers impacting this area.

THE OUTCOME: The project delivered new insights into the future of sustainable packaging. Several companies were of interest for engagement in product development projects.

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Identifying and interviewing experts to solve an urgent medical device quality issue



Type of Engagement:

- Engaging Experts for Problem Solving

THE CHALLENGE: The client was receiving customer complaints about the quality of images from one of its key medical ultrasound products. The issue was related to the piezo electric transducer element but the challenge was to find experts that could quickly pinpoint and resolve the exact problem.

THE PROJECT: VentureRadar leveraged its powerful search engine towards the identification of experts in the narrow field of piezo electric transducers. A filtered shortlist of highly relevant global experts were identified. Interviews with select experts enabled identification of the most likely causes and solution options. This led to a rapid resolution of the issue which could be implemented with minimal disruption.

THE OUTCOME: The client found this pro-active approach to be substantially more efficient than relying upon limited internal expertise. They estimated the value to them (less than 6 months later) to be more than \$10m in terms of follow on sales referrals and improved customer service reputation.

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Identifying innovative skin care devices for market disruption and growth



Type of Engagement:

- Technology Due Diligence
- Acquisition or License Opportunities

THE CHALLENGE: A brand owner in the personal care space was seeking "quick wins" to disrupt the consumer skin care market by identifying high efficacy innovative cosmetic device companies to acquire, license or partner with.

THE PROJECT: A pre-search consultation helped prioritise innovative acne treatments as a focus. Specific performance criteria was established by crystallising the clients knowledge of market needs. After identifying over 100 candidates, they were categorised into technology platforms, company type and geography. These were rapidly narrowed to 20 by applying filter criteria. Interviews helped better understand product efficacy, IP status and company receptivity to partnership narrowing the list down to 5 companies.

THE OUTCOME: The client was able to rapidly engaged directly with their top five companies under NDA to negotiate terms for collaboration, including licensing and co-development of new products.

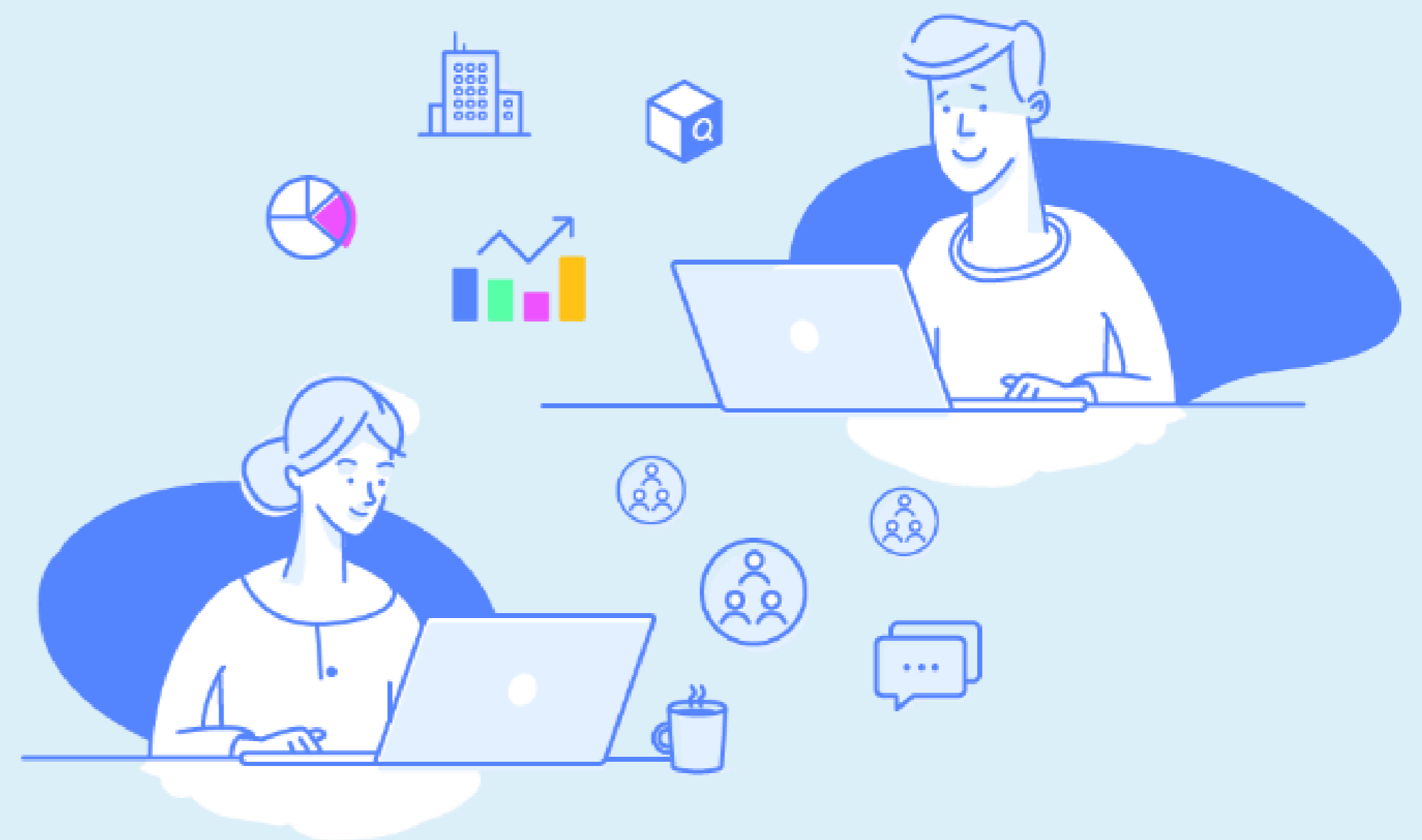
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Contact Us to Find Out More

If you have a project or challenge you think we may be able to assist with, please get in touch.

We can arrange an informal discussion about your needs and quickly provide a clear proposal on our approach. We treat all enquiries with confidentiality.

Please contact **Andrew Thomson** at andrew@ventureradar.com



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