

IDENTIFYING MARKET OPPORTUNITIES FOR BIOPOLYMERS



A Leading Biotechnology and Bioinformatics Company

The Client engaged PreScouter to identify market opportunities for biopolymers in the form of coatings, adhesives, films, and sensors.



CHALLENGE

The challenge for PreScouter was to identify applications for biopolymers where a biopolymer would provide advantages over the currently available solutions.



APPROACH

PreScouter searched for and evaluated recent protein and polypeptide research, looking at the novelty, impact, and commercial opportunity of these materials. The team focused on finding opportunities with a major scientific impact, where a robust synthetic biology platform could make an appreciable improvement in the commercial potential of the molecule as opposed to looking for particular applications.

Secondary research highlighted potential opportunities for hydrophobins and bioadhesives, and PreScouter interviewed Subject Matter Experts to confirm these findings. For each, the focus was to determine development trends, capacity to successfully compete in potential markets, and barriers to their use.



OUTCOME

Hydrophobins showed excellent nanolayer coating and biosurfactant properties, opening a wide range of potential uses, including applications requiring small quantities. For modifying surfaces, hydrophobins were unlike any product now on the market and potentially represented a major disruptor.

Regarding bioadhesives, PreScouter determined that they did not yet offer better price/performance characteristics than synthetic adhesives.