LANDSCAPING OF PRODUCTS AND SERVICES FOR THE EXTRACTION OF BIOMETRIC DATA FROM BODILY FLUIDS

A multinational personal care company.

The client engaged PreScouter in this research support service project to work with their R&D team to help discover ways to allow consumers and businesses to extract value from the retrieval and analysis of bodily fluids.

Challenge:

PreScouter's goal in this engagement was to map the landscape of companies offering products and services focused on harvesting biometric data from bodily fluids by identifying:

1. Existing products for testing bodily fluids
2. Successful business models associated with the retrieval and analysis of bodily fluids.

Approach:

To meet this challenge, PreScouter took the following steps:

- Developed a technology landscape and highlighted tech transfer opportunities using sources such as patents, startup databases, and press releases
- Identified the key established and emerging players
- Conducted a deep-dive analysis into top technologies of interest enhanced by outreach to companies and subject matter experts (SMEs)
- Benchmarked the top products of interest and characterized the top business models of interest
- Presented a compilation of all technologies analyzed along with a sum analysis of major hurdles, challenges, and objectives met

Outcome:

PreScouter identified key experts and B2B companies with experience in bodily fluid analysis, as well as characterizing and ranking the best business models for entering the space based on a model developed with the client.