

High Value Technology Platforms

Client Our client, a leading global consumer products company and industry leader in Personal Care and Home Care, is listed in the Fortune 200 with revenue of >\$10B.

Challenge Based on an extensive inventory of technologies, identify the highest value platforms to pursue, and quantify their value.

Actions BIC applied their proven 4-Module approach to map a large database of technologies to the specific needs of customers. The technologies were evaluated based on a number of criteria to focus resources on those platforms with the highest possibility of transforming multiple home and personal care categories.

- Established market needs, benchmark products, competitor trajectories, strategic technology positioning, and basis of competition in key product areas.
- Organized technologies in a structured database using criteria (technology sets, effect areas) to facilitate platform definition and product concept creation.
- Created product concepts to illustrate and quantify the potential of the technology platforms.
- Identified and recommended the highest value technology platforms based on technical factors (maturity, access, disruptive potential, time to availability) and product/market factors (probability of technical success, financial return).
- Brought marketing and technology functions together around a common process - to align market needs, technologies, products, and category growth.

Results Identified 10 technically feasible and market relevant cross-cutting technology platforms, including:

- Controlled release
- Bleaching
- Anti-microbial
- Nano-encapsulation

Created a portfolio of innovative product concepts to illustrate the economic and market transforming potential of the technologies.

Delivered seed technology and technical source databases to provide infrastructure for Marketing and a new External Innovation Group to organize, evaluate, and access existing and future technologies.

Client Comment

“Our worst nightmare is to be caught by surprise by a competitor and running to catch up. BIC provided us with a more accurate picture of the outside world ...something we are not resourced to do.”

Worldwide Director, Advanced Technology