

Next Generation Wound Care

Client A Global 250 company with a European presence in OTC Healthcare products. The Company's wound care products are sold globally in a highly competitive industry with newer products and technologies threatening to reduce the client's market share.

Challenge Strengthen the product line by defining innovative, technically feasible products compatible with the Company's proprietary active compound.

Capture adjacencies in such segments as cleaning, debriding, disinfecting etc. to make the solution more convenient for the consumer.

Ensure the formulation has sufficient clinical evidence to meet efficacy and safety criteria.

Because of the timeframe, candidate ingredients must either have received or have pending FDA approval and CE marking.

Actions BIC worked with an integrated product management and R&D team to through a series of workshops to:

- Organize and prioritize market needs.
- Identify benchmark products, basis of competition, competitor trajectories, and strategic technology positioning.
- Conduct a global technology search identifying 300 technologies.
- Screen technologies based on safety, efficacy, and clinical evidence resulting in 12 "Technology Gems".
- Translate Technology Gems into 50 product concepts.
- Screen product concepts to isolate the Top 15 based on technical feasibility, market need, and risk.
- Facilitate introductions and confidentiality agreements between our client and candidate technology partners to advance into joint development.

Results BIC delivered on its mandate to deliver technically feasible products capable of market launch in 24 months. Each of the top product concepts were positioned to advance into product development with high confidence of success.