

Finding Big Hit Opportunity

Client Our client, the world's premier consumer products company focused on convenient foods, snacks and beverages, is listed in the Fortune 50 with revenue in excess of \$40B.

Challenge Create actionable product concepts built on platforms of novel ingredients, forms, and delivery technologies to develop an opportunity addressing women's life-stage needs - initially targeting Boomers.

Actions Application of the first Four Steps of BIC's proven approach identified the top two opportunity areas – aligned with market needs within the women's lifestage areas.

	Key Criteria Question	Considerations
Market Need	Is there a significant need?	Prevalence of condition Severity of the problem
Technical Possibility	Is it possible to deliver on a compelling claim?	Clinical Trials Quality of Science Products Promoted
Competitive Opportunity	Could an opportunity exist for a new product?	Competing Food and Beverages Competing Alternative Remedies

- Created a database of potentially feasible nutrients, supplements and natural ingredients to address the market need and opportunity area
- Developed Technology objectives and evaluation criteria to meet or exceed market needs.

	Technology Objectives address Multiple Dimensions
Ingredients	Ingredients for quick relief of symptoms Ingredients that address underlying causes
Adjacent Technologies	Aroma therapy, tactile feel, sound, cooling Flavor enhancers
Delivery	Technologies that improve the mechanism of delivery Catalysts that increase effectiveness of known ingredients
Process Technology	Process technologies to produce effective, low cost ingredients Technologies that improve the formulation of ingredients

BIC recommended investigation into 10 potential nutrient technology platforms based on probability of technical success in delivering a compelling claim and achieving significant market size based on the significance of the need.

Client Comment *"I appreciate BIC's methodical approach, technical savvy and being able to cross reference between different industries to inspire innovative ideas. I hold very high regard to the BIC team - a great partner to drive Innovation!"*

Manager, Innovation