

Technology Scouting

Clean Label Protein Beverage Innovation

PROBLEM STATEMENT

A global food company sought next-generation technologies to develop a high-protein beverage with improved taste, stability, and shelf life while maintaining a clean-label ingredient list.

HOURLASS SOLUTION

- Scouted 300+ global technologies across ingredient suppliers, startups, universities, and patents.
- Benchmarked encapsulation, protein stabilization, and flavor-masking solutions.
- Evaluated technology readiness, regulatory feasibility, and commercialization potential.
- Identified high-potential partners for pilot evaluation.

VALUE WE CREATED

Reduced technology search time from months to weeks.

- Delivered a shortlist of commercialization-ready solutions.
- Accelerated product development with validated innovation partners.
- Enabled faster decision-making through data-driven technology benchmarking.



Learn More
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