

Technology Scouting

Natural Ingredient Discovery for CPG

PROBLEM STATEMENT

A consumer goods company wanted innovative natural ingredients to improve product functionality while addressing growing consumer demand for clean and sustainable formulations.

HOURLASS SOLUTION

- Scouted emerging ingredient technologies from startups, research institutes, ingredient manufacturers, and patent landscapes.
- Benchmarked functionality, supply availability, regulatory status, and commercial readiness.
- Identified high-potential innovation partners for co-development.

VALUE WE CREATED

- Expanded the client's innovation pipeline with differentiated ingredient technologies.
- Reduced dependency on traditional suppliers.
- Accelerated new product concept generation.
- Strengthened long-term innovation strategy through ecosystem intelligence.



Learn More
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