

Case Study

Freshness Redefined: Scalable Solutions for Extending Shelf Life of the Powdered Milk



Client's Objective

Our client aimed to explore strategic solutions that could enhance the freshness and shelf life of powdered milk. Their interest centered on technologies & their providers based on IP protection, cost-effectiveness, use case scenarios, market reach, unique selling propositions (USPs), and scalability to meet evolving demands.

Our Strategic Approach

We strategically supported our client through:

Comprehensive Analysis:

- Conducted a comprehensive assessment of state-of-the-art solutions with the potential to enhance the freshness and shelf life of powdered milk.

Clustering & Prioritization:

- Categorized advanced technologies across processing and ingredient clusters, providing the client with a structured analysis of potential solutions.
- Evaluated each technology based on key factors such as intellectual property protection, cost-effectiveness, and proven success in the industry to ensure alignment with client objectives.
- Prioritized 2 to 3 best-fit partners for immediate collaboration, offering the most promising combination of innovation, scalability, and market potential.

Technology Tracking:

- Identified and monitored a few emerging technologies for future assessment to understand if they could be the key driving forces.

- The client gained a deeper understanding of the unmet needs associated with technologies used to enhance the freshness and shelf-life of powdered milk. They also identified upcoming and advanced ingredients and processing technologies that have the potential to address these unmet needs.
- The client was able to prioritize 2 to 3 best-fit partners who have technologies from low/non-thermal processing and ingredients' clusters (antioxidant) that can be potentially implemented in a cost-effective and scalable manner.
- The client selected a few in-development technologies to monitor closely for future assessment, each with the potential to be a game-changer in the industry.

Ingenious Brain

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