

Could a novel packaging technology developed for a specific application be commercialised more widely?



Technologies

- Packaging
- Flexible manufacturing
- Materials
- Sustainability
- Value proposition development
- Business case development
- Market testing

Domain expertise

- Food and Beverage
- Consumer Products
- Packaging



Our client asked:

Our client made a significant investment in creating a concept for a more flexible and sustainable packaging format, for which they had created and protected intellectual property.

They had originally viewed this as a solution to a particular challenge associated with one of their existing product lines, but the client team's passion for the idea prompted the client business' leadership to question whether the technology could be commercialised more widely and, if so, how that might be achieved.

The project story:

We distilled a set of key attributes that differentiated the packaging solution from others on the market, which could also form the basis of a compelling value proposition. We also analysed adjacent market spaces to develop a shortlist of product categories that would see value in the attributes the packaging offered.

We developed an outline pitch for the technology – without revealing who the client was or the key technology behind the solution – and identified a select list of key players who might be lead adopters of the technology.

We tested the proposition with these businesses to gauge their level of interest; establish what they regarded as the key requirements for success; and their willingness to engage. We also tested the ideas with other key players in the value system, to see if there were any significant barriers to adoption.

Results: deliverables and outcomes

We made recommendations, based on our findings, regarding sectors to exploit the technology in and the associated business model to best do so.

The client took our recommendations onboard and exploited the technology successfully in the market with several key partners.

Contact us

info@sagentiainnovation.com

+44 1223 875200

www.sagentiainnovation.com

The client took our
recommendations
onboard and exploited
the technology
successfully in the market
with several key partners.