

Building the first chem-/bioinformatics platform for the replacement of chemicals with natural ingredients



Challenge

The client wanted to build the first chem-/bioinformatics platform for the systematic replacement of synthetic chemicals with natural ingredients and enlisted Lux to investigate consumer sentiment, safety considerations, and regulatory aspects in the platform.



Solution

Lux created an initial, high-level platform architecture, reviewed the landscape of offerings, identified key building blocks, recommended the most relevant databases for inclusion in the platform, and provided a list of companies with whom the client should seek to partner in order to build the desired platform.



Value

Lux provided the client with a solution that forms a suitable core for the client's first-generation chem-/bioinformatics platform specifically designed to identify natural ingredients that can replace the synthetic chemicals currently present in many of the client's products and formulations.

Natural products platform: System of systems, with each system performing a discrete function **integrated** within the whole

