

Helping a large food and beverage company judge the business impact of synthetic biology



Challenge

The client, a major food and beverage company, needed Lux to identify companies and research groups working on synthetic biology ingredients relevant to its business.



Solution

Lux identified over 70 entities, described the approach and differentiators, and ranked each on relevance to the client's business. Lux interviewed prominent developers to validate and expand the findings and provide strategic insights.



Value

The client expanded its knowledge base with Lux deliverables and reached out to highly relevant startups the company had not identified via internal scouting activities. Based on the overall collaboration and value on shaping a technology strategy, the client decided to include Lux in a small set of long-term trusted support providers.

