

BIOLOGICAL CROP PROTECTION OPPORTUNITY SCREENING

STRATEGIES TO GROW YOUR BUSINESS

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In this case study, CPL Business Consultants identified and screened opportunities in biological crop protection (e.g. biopesticides) which addressed specific trends or needs in the market. CPL delivered an actionable list of potential acquisitions which had a synergistic fit to the client's existing business.

OBJECTIVE

The initial objective was to identify innovation fields in biological crop protection, enabled by chemical and biological solutions and disruptive technologies. In the next step, CPL identified companies which addressed these innovations and technologies. The overall aim was to help populate a client's pipeline of potential acquisitions in biological crop protection. The scope of the project was biopesticides, which included bioinsecticides, biofungicides, bioherbicides and others (e.g. bionematicides).

METHOD

CPL analysed the biopesticides market thoroughly, looking at trends, innovation areas and unmet needs. An initial list of companies of interest was obtained from a list of search fields (areas of potential interest). CPL evaluated and prioritised the search fields and identified market champions/SMEs which addressed these areas. Next, CPL reviewed and prioritised the SMEs, including analyses of search field fit, fit to the client (e.g. potential synergies) and deal logic. CPL reviewed and discussed the final list of companies with the client.

CPL initially identified 400 search fields, prioritised 60 of these and consolidated them into 14 major search fields. It then produced a long-list of 599 SMEs, and removed 449 which were out-of-scope. Of the resulting mid-list of 150 companies, 119 of were deprioritised based search field fit, level of scientific and market proof and commercial capabilities. Finally, CPL compiled a shortlist of 31 companies and which were assessed for potential synergies with the client's business.

The project was based on desk-based research and interviews with expert contacts in CPL's networks.

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The final report included detailed assessments of the biopesticides opportunities, shortlisted SMEs and spreadsheets with detailed market sizing, company analysis and prioritisations.

The final presentation included the following sections:

- Executive Summary
- Project Motivation and Approach
- Prioritization of Search Fields
- Prioritization of SMEs
- Upsides beyond Biological Crop Protection
- Recommended Path Forward

ADDITIONAL PROJECTS

Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [eight case studies](#).