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# BOTANICALS BY A NOVEL TECHNOLOGY

STRATEGIES TO GROW YOUR BUSINESS

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***In this case study, a genomics-based biotechnology company engaged CPL Business Consultants to find opportunities in active ingredients from botanicals utilising its novel technology. The client had developed a technology allowing it to identify genes controlling the production of commercially important secondary metabolite compounds in plants. CPL identified the most attractive areas for applying this technology and formulated a strategy for exploiting it.***

The objective of the study was to assist the client in utilising its gene discovery technologies and capabilities in the development of commercial research collaborations with industry players in the food, feed, cosmetics and/or pharmaceutical industries by identifying primary and secondary metabolites of commercial interest and significance to those industries that are amenable to production in plants.

CPL summarised the opportunities to recruit research collaborations for gene discovery using the client's technology. It then reviewed the needs for botanicals of the food, feed, cosmetics and/or pharmaceutical industries for primary and secondary metabolites for use as nutraceuticals, nutrients, natural colours and flavourings, and other flavour and fragrance applications. The pharmaceutical industry also uses some plant alkaloids, for example, nicotine in OTC products and menthol in some OTC digestive remedies.

Of particular importance was a review of the key problems or limiting aspects of the production of biological compounds within those sectors, for example, security of supply, product consistency and product cost. CPL also reviewed what the botanicals products were and which companies were interested in collaboration. In conclusion, we provided a strategy for the client regarding who it should approach and how.

## **BOTANICALS BY A NOVEL TECHNOLOGY**

Botanical Compounds were reviewed in respect of uses, market size and major outlets, *e.g.:*

- Alkaloids
- Anthocyanins
- Carotenoids
- Flavonoids
- Isoflavones
- Others

*See also our project on [producing colours and flavours by plant biotechnology](#). Have a look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables, differentiators and case studies. You can also review [eight case studies](#).*