

INSECTICIDE FORMULATION TECHNOLOGY PARTNERS

Prepared by:

CPL Business Consultants

Milton Park Innovation Centre, Abingdon, OX14 4RY, United Kingdom

Tel: +44 1865 257 252, info@cplconsult.com, www.cplconsult.com

STRATEGIES TO GROW YOUR BUSINESS

TABLE OF CONTENTS

| | |
|--|----------|
| INSECTICIDE FORMULATION TECHNOLOGY PARTNERS | 1 |
| OBJECTIVE AND BACKGROUND..... | 1 |
| METHODS..... | 1 |
| INSECTICIDE FORMULATION TECHNOLOGY PARTNERS | 2 |
| <i>Objective, Background & Method</i> | 2 |
| <i>Principal Findings</i> | 2 |
| <i>Ranking, Conclusions and Recommendations</i> | 2 |
| <i>Teaser</i> | 2 |
| <i>Insecticide Product Information Memorandum</i> | 2 |
| <i>Proposals</i> | 2 |

In this case study, an innovative biopesticide start-up engaged CPL Business Consultants to find formulation technology partners to co-develop its novel peptide insecticide/biopesticide product. CPL recommended a suitable partner, and subsequently, after the commercial launch, the product gained a significant market share.

OBJECTIVE AND BACKGROUND

The objective of this project was to assist our client by identifying and starting the process of bringing on board a technology partner to develop its novel peptide insecticide (biopesticide) product. This product had shown good efficacy against a broad spectrum of pests but lost much of this efficacy when delivered as a bait or spray-on product. Therefore our client hoped, through this process, to obtain or develop appropriate delivery technology to formulate its product for commercial use.

METHODS

Initially, after discussions with the client, CPL suggested a plan for identifying appropriate insecticide formulation technology partners. We then contacted companies and individuals across a reasonably large spectrum with this non-confidential 'teaser' followed up by direct contacts, especially with some of those whom CPL thought ought to be interested in such a project.

CPL contacted companies with potential delivery technologies from within the crop protection sector and also companies from outside that sector, especially in cosmetics and pharmaceuticals. Those companies which expressed interest following the first email or contact were asked to sign a confidential disclosure agreement (CDA) to protect the client's proprietary information.

In total, around 500 emails were sent and received. Using this approach, a very wide range of potential partners were surveyed without putting the client's identity into the discussion until later in the process.

You can click to see [the contents of the study](#) or look below for an outline.

INSECTICIDE FORMULATION TECHNOLOGY PARTNERS

Objective, Background & Method

Principal Findings

Ranking, Conclusions and Recommendations

Teaser

- The Client
- The Insecticide (Biopesticide) Product
- The Market
- The Opportunity
- Contact

Insecticide Product Information Memorandum

- Summary
- The Idea
- Introduction
 - The Innovation Company
 - The Biopesticide Project
- The Data
 - The Biopesticide Peptide
 - Efficacy Trials Results
 - Intellectual Property
- The Opportunity
 - Market for Biopesticides
 - Partnership Opportunity
- Further Information

Proposals

- Proposals from 9 Technology and Formulation Companies
- 1 Table & 3 Figures

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