

2018

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3rd Compass to Europe's Innovative Chemical Companies



MAKING VALID DECISIONS WITH THE SUPPORT OF NETWORKS

Technology-oriented industries are driven by innovation like no other. The growth of globalization is increasing the pressure on technology companies to innovate since they face competition, not only from well-known competitors, but also from new players entering the market, for example those from Asia. Now is the time to make the right strategic decisions. This in turn calls for as much quality information as possible about the markets. Only in this way the potential of new technologies and products can be correctly assessed and investment justified.

The problem is of equal concern to major established companies that invest from their own cash reserves, as it is to small, newly established Start-ups in search of investors. In the former case management has to be convinced, in the latter case Venture Capitalists.

However, the problem confronting innovative technologies and products lies in the very nature of the matter: information about markets, about market requirements and access to customers is in very short supply. The solutions are still too new or too special for valuable market reports to already be available.

In our everyday consultancy work we interface with various different types of technology companies: these companies frequently experience difficulties in assessing the potential of their own, or external technologies. Using two of our recent consulting

projects, I would like to show how it is possible to identify and unlock such potential.

The first example is representative of the problems faced by Start-ups while the second is a good example of the challenges confronting large technology companies.

Example 1: Chemistry Start-up

At the beginning of this year, we worked with a Start-up that had developed a new enzyme as a substitute for a very specific enzyme used in DNA analysis. In order to estimate the innovation potential of this new enzyme it was decided that a Business Case was needed. However, what the Start-up didn't have was access to data that would indicate just how much of the new product it could sell.

Standard market reports already existed for the enzyme that was to be replaced. However, these reports were not specific enough regarding key issues and failed to supply satisfactory answers to questions about potential sales volumes.

The Start-up entrusted us with a piece of customized market analysis. In the end we were able to put together data for them which would not have been available in reports or on the Internet. In this case desk research alone could not have achieved the result. So, what did the solution look like in practice?

Firstly, we gathered all the general and quickly available data we could find: Internet, Reports in the public domain, proprietary databases. Then we agreed with the customer about which information was missing and developed concepts about how these data could be identified and collected. In the end we were able to capture and report market information that was only accessible to market insiders, in this case Business Developers and Sales Managers from the respective companies.

In order to gain rapid access to valid market information available only to insiders, two basic requirements must be fulfilled:

The first is a strong network: Only by knowing in which companies appropriate experts can be found can one come to a fast and successful result. The second is that one has to offer the interviewee something, so speaking the “same language” is an important enabling factor – in fact it is an absolute prerequisite. The expert being interviewed must have the impression that his/her interview partner is on an equal footing in terms of knowledge. On the

other hand the results of the market analysis being coordinated for the customer must also flow back as a value-add for the interviewee.

Through our extensive networks in the industry and contacts in the relevant companies, appropriate experts were quickly identified and interviewed. With the information thus obtained, our customer received a sound data pool to create a Business Case for his new enzyme.

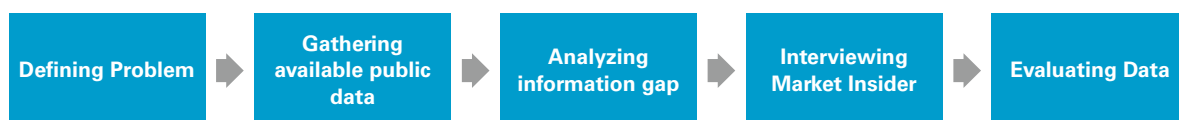


Figure 1: Process of customized Market Analysis

Example 2: Large technology company

Last year, we worked once again with a renowned specialty chemicals company. For this company, it is important that they remain up-to-speed with what is happening technologically in small and medium-sized enterprises. The focus was not just on one key area but on a number of company-relevant topics. Among other things, it is important that they establish contact with these companies ahead of the competition.

The following issues had to be considered:

1. The multitude of new technologies and products
2. The initial lack of visibility regarding new technology companies
3. The difficulty of gaining access to small and medium-sized enterprises
4. Day-to-day business

At the beginning of the project we developed with our customer, a search profile for suitable technologies. In this case, there were four search fields ranging from biocatalysis and renewable raw materials, through surfactants to functional ingredients.

It is advisable to define the profiles very precisely so that the desired focus is achieved, these profiles should, however, be as broad as possible, so that no promising opportunities slip through the net.

In a next step, an initial candidate list of technologies was created using various Internet and Literature research search strategies. Important pointers came however largely from our network contacts in different industries and regions. These gave us clues that would not have been found using typical desk research alone.

In order to subsequently hone down the initial list, additional selection criteria regarding the technologies were added, e.g. production volumes, manufacturing prices or regulatory requirements. Here again, our strong networks helped us gain access to relevant information which is often not publicly available. Based on these data, we were able to quickly and effectively create a selection of interesting technologies for the customer. They in turn went on to initiate contacts with the corresponding innovative companies in order to prepare for potential collaborations.

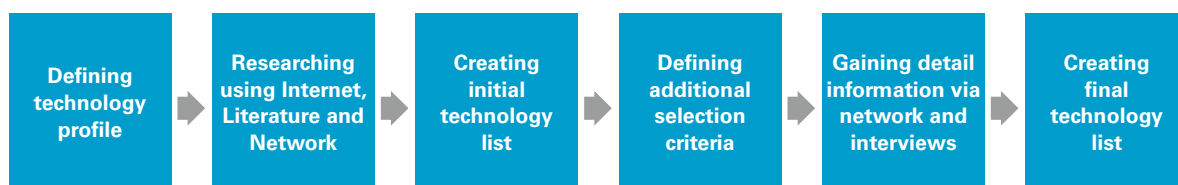


Figure 2: Process of customized Technology Scouting

Since development, as mentioned above, never stands still, it is advisable to repeat such scouting activities regularly following the first round of stock-taking. Continuous market observation is recommended.

Conclusion

A good data pool is crucial when creating sound decision-making papers for innovative technologies.

The examples described above show how customized research can locate and provide sought-after information even in difficult cases. The quality of the research hinges on the analyst's access to his/her existing network. Wide, and above all, reliable networks provide faster results and, moreover, facts which would not have been fully accessible without such relationships. Good analysts' networks can lead to decisive competitive advantages for customers when making strategic decisions. It goes without saying that such trusting cooperation is always rewarded - one way or another.



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BIOTECH CHEMISTRY NANOTECH PHARMA

BCNP Consultants GmbH is specialized in the industries biotech, chemistry, nanotech and pharma (BCNP). The company was founded in 2002 as sole proprietorship. The German Limited was founded 2010, now with offices in Frankfurt and Cologne and presences in Berlin and Munich.

THREE DIVISIONS

BCNP strategy

On basis of our business analyses (market and competitor analysis, technology comparisons) you are able to design and sharpen your business model, to write the business case and to attract financiers - we support you in all steps.

BCNP connect

On the basis of our vivid business networks in the life sciences industry we bring you together with relevant people in order to support you in filling your customer pipeline.

BCNP communication

We support you in your communication strategy to position your company and your products for increasing sales, e.g. press release writing, PR distribution, expert articles, etc.

REFERENCES

Here you will find statements of our customers:

“The team of BCNP quickly works their way into specific technical issues. We can always be sure to get full analysis on the basis of extensive literature study and expert interviews. Chemical knowledge and creativity lead to very good recommendations for cooperation partners. We appreciate that very much.”

Dr. Johannes Panten, Symrise AG, Scent & Care Innovations Technology Scouting

“We have been working with Holger Bengs and his team for many years, and appreciate the scientific background combined with marketing expertise. Each project always provides reliable results with actionable recommendations.”

Prof. Dr. Wolfram Koch, Executive Director of the German Chemical Society (GDCh)

“About BCNP we not only appreciate the trustful cooperation, but also the overview and expertise in finding chemical innovations, as well as the experience to adequately address young and technology-oriented companies.”

Dr. Achim Roth, General Manager, Mitsui & Co. Deutschland GmbH, 2nd Performance Chemicals Division

“The network and the business contacts of Holger and the cooperation with BCNP concerning questions in the chemical and pharmaceutical industries are unique.”

Dr. Kurt Herrenknecht, SciArcum Biotech Consulting

“BCNP makes business consulting at eye level for medium-sized companies. We have received very practical solutions and stimuli, in particular by the extensive business know how of BCNP.”

Klaus Mauch, Vorstand, Insilico Biotechnology AG

CUSTOMER TARGET GROUPS

Customers of BCNP come from the following groups:

- Large companies that are looking for innovations and innovators
- Medium-sized businesses which need sales support
- Start-ups which look for growth support and coaching
- Non-profit organizations which need marketing support

CUSTOMER BENEFIT

- 1st For your request we are fast acting stakeholders through our understanding of the life sciences and their markets.
- 2nd For your benefit we speak the language "Interdisciplinary" - science, business & sales.
- 3rd You get quick access to our networks for achieving more customers, partners and media visibility.



BCNP
Consultants

What we offer

BCNP is a dedicated team that are committed properly and professionally to the needs of their customers. We want and do everything to make you succeed!

We're looking for

We would like to advise people who wish to develop their business and who want to get more out of their knowledge and technologies, thereby relying on targeted assistance by specialized consultants.

Our references

Find some customer references above

Social media / Memberships

Meet us on LinkedIn and XING. Enjoy with us being a member of BIO Deutschland, VBU, VBIO, GDCh, GBM, VCW, ACS, RSC, CLIB2021, Diplomatic Council, Wirtschaftsclub Rhein-Main, SDWC.



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Receive all important information such as registration deadlines, new participants, information about the partnering tool and usefull tips about the event.



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