

## Start-up search

# Worldwide distribution opportunity for health and wellness start-ups with emerging consumer products



### Client overview

Large direct selling company based in the US with global presence offering a range of established nutrition, personal care, skin care and home-care product brands. Their innovative, science-based products are successfully marketed and sold by an extensive entrepreneurial network, who are always looking to introduce the next generation of products

The client wanted to identify commercially ready, emerging consumer products from start-ups which can be initially introduced into China and other specific Asian markets. These companies would be invited to Innovation Expo events in Shanghai and Tokyo where they could meet the global leadership team and explore opportunities for collaboration in various Asia-Pacific countries



### The search

SAL initiated a global search for companies in the Plant-based / Personalised nutrition and beauty and Pet supplements sector that could benefit from the client's assistance to rapidly scale-up and enter new markets, providing distribution and joint development opportunities

SAL worked with the client to review potential product partners (100's globally), engaging with the founders to understand their USPs, market coverage and ability to offer a step-change offering for the Asian market

SAL also set up and managed the online application process for chosen companies, in addition to the subsequent 2-day pitching events. These had to then be converted to a digital format (with ice-breaker sessions to meet the jury) given travel restrictions at the time

### Outcome

**33 companies were invited to apply** for the Innovation Expo by the client and subsequently **13 were chosen to pitch to the global leadership team**

**7 companies moved forward** with various global business units to discuss **potential joint development programs and direct distribution opportunities**, providing the client with both technologies to improve existing products and unique and ground-breaking products to introduce to their customer base

*"Awesome...*

*...see this process as a primary tool going forward to identify future partners...*

*...event was a great success"*