



StrategicAllies

Specialist services Overview 2024



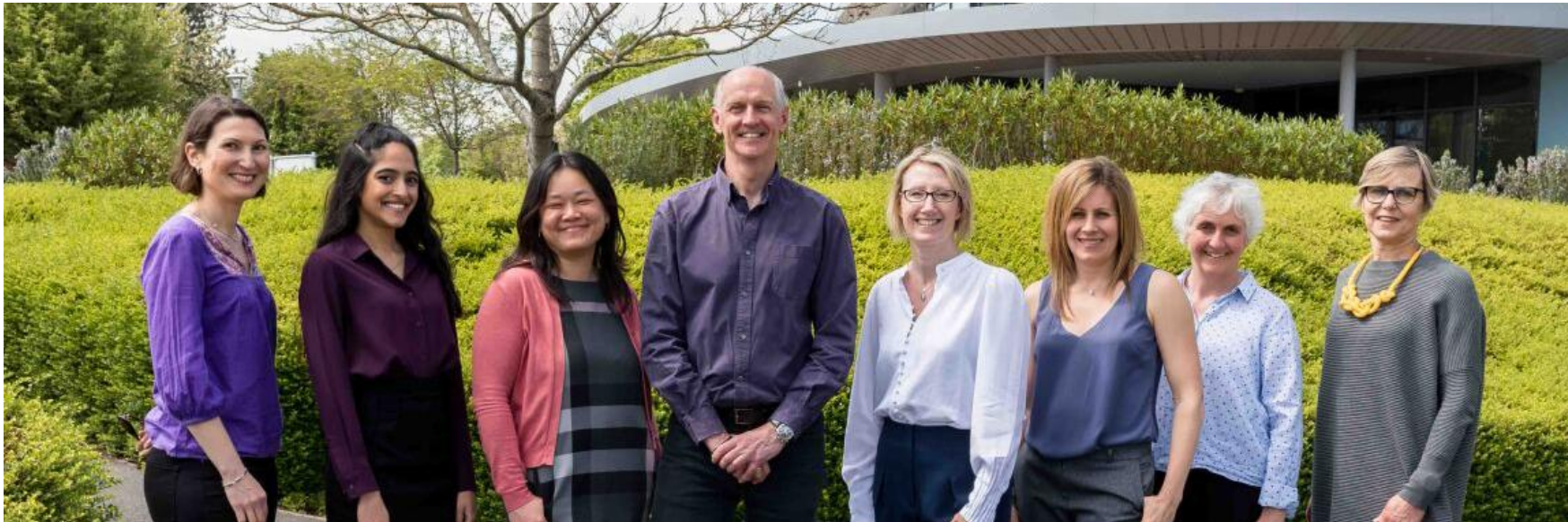
GROWTH THROUGH INNOVATION PARTNERING

Who are Strategic Allies?

A **technology focused** international technology scouting and partner search company.

An international network of smart individuals delivering **growth** options to our clients.

A relatively small team with a vast network, and extensive global reach.



People like US, work with people like YOU

Work with our dedicated team where you deal directly with experienced senior people.

One office in the UK with global reach through over 1500 international scouts.



Multi-sector experience against a specific brief or broader search criteria.

Proactive search, curation and assessment – Filtering and refining, not just unfiltered broadcasting.

We work across all functions including Strategy, R&D, Innovation, NPD, Marketing and Operations.

Core services

Technology scouting

This service is designed to identify and appraise technological solutions (and often associated partners) to address a specific challenge or commercial need.

Through in house research and our global network we find and connect with the most appropriate companies and organisations, large and small and often outside a client's area of expertise or market sector, to uncover, validate and assess solutions they would otherwise not be exposed to.

Technology landscaping

Technological innovation can profoundly affect a business in many ways – sometimes it can be advantageous, sometimes not.

Deciding if and when to invest in a technology can significantly impact success. But, by thoroughly assessing the potential impact a specific technology, or technical capability might have on your business, it is possible to make more informed decisions about how to respond.

Market landscaping

Market landscapes are similar in approach to technology landscapes, but focus on a market of your choosing. This could be the market in which you currently operate, or a market you are considering moving into.

Either way, conducting a detailed assessment of the space, and using the intelligence gathered to inform your organisation's strategic approach to that market, could significantly improve your overall chances of commercial success.

Core services versus specialised services

Core services primarily aimed at large multinational clients

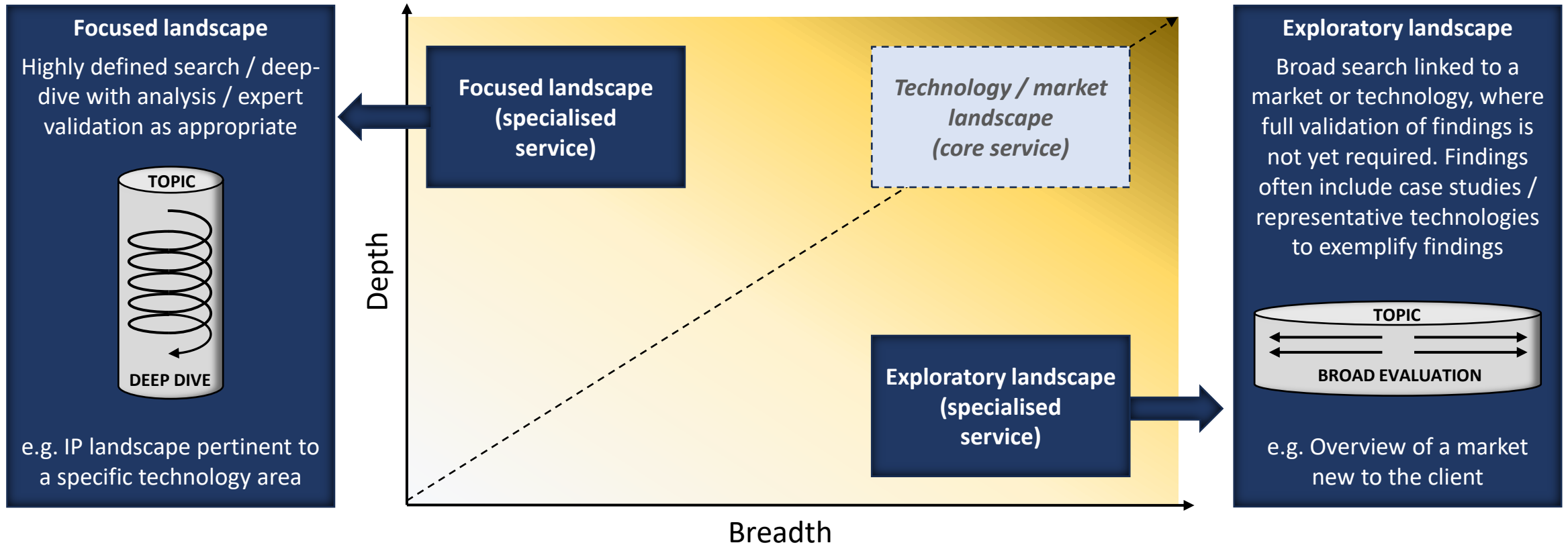
- ❑ Until ~ 5 years ago SAL worked predominantly with large, multi-national manufacturing organisations requiring comprehensive searches to, for example, undercover specific technological solutions or partners, or to gain a thorough understanding of a new market or technology space to inform their corporate strategy or growth agenda.

Novel services developed to meet the needs of SAL's evolving client portfolio

- ❑ Over recent years, SAL have been working with a broader portfolio of client organisations including start-ups, SMEs, universities and research institutes, technology transfer organisations, venture teams and investors.
- ❑ Recognising that our core services were not optimized for such partners, SAL have established a range of specialist services to address the specific needs of newer clients.
- ❑ These include:
 - ❑ Focused landscapes
 - ❑ Exploratory landscapes

Maximising value by optimising breadth and depth

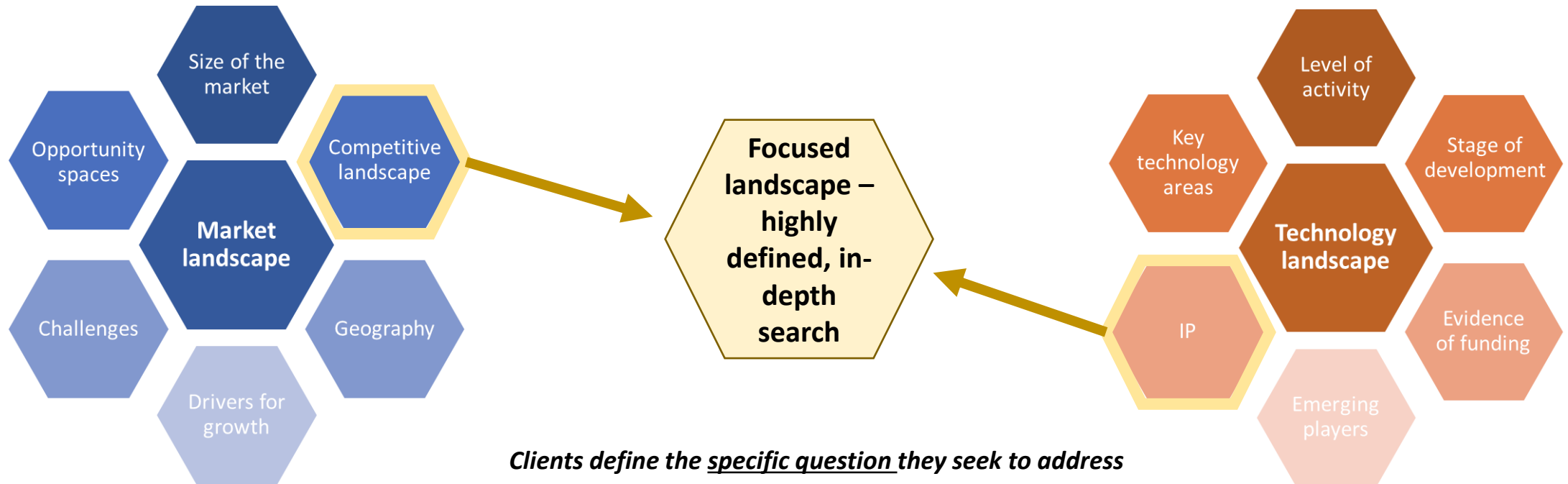
You can customise the project scope to best meet your requirements (*more details on subsequent slides*)



Focused landscape

Focused landscape

Our Focused landscapes aim to address one, or a small number of specific questions pertaining to a specific market or technology. These questions may include 'who else is working on this technology?', 'who are the potential competitors?' or 'is there for a market for this technology?' Work is usually completed within 4 weeks.



Case Study: Focused landscape

Novel, sustainable technologies to derive natural alcohols

Project overview

- An established chemical company was seeking alternative / sustainable technologies to derive natural alcohols of varying chain lengths.
- Fatty alcohols (FAs) are used in skin lotions / hair products to smooth / thicken the formulation or stabilize foams.
- Commercial production of FAs is predominantly achieved either through chemical conversion of fatty acids derived from oil crops, or via synthesis from petrochemical feedstock.
- *De novo* fatty alcohol biosynthesis from sustainable feedstocks or CO₂ is also possible using engineered bacteria, yeast or algae.

SAL's approach

- SAL initiated a technology search to identify companies actively developing alternative technologies for FA production.
- Due to the pressing nature of this work, technologies were primarily identified through secondary research and SAL's network and findings were delivered within 4 weeks.
- Technologies were evaluated by SAL based on criteria including ability to produce desired FAs, TRL and potential for scale up.



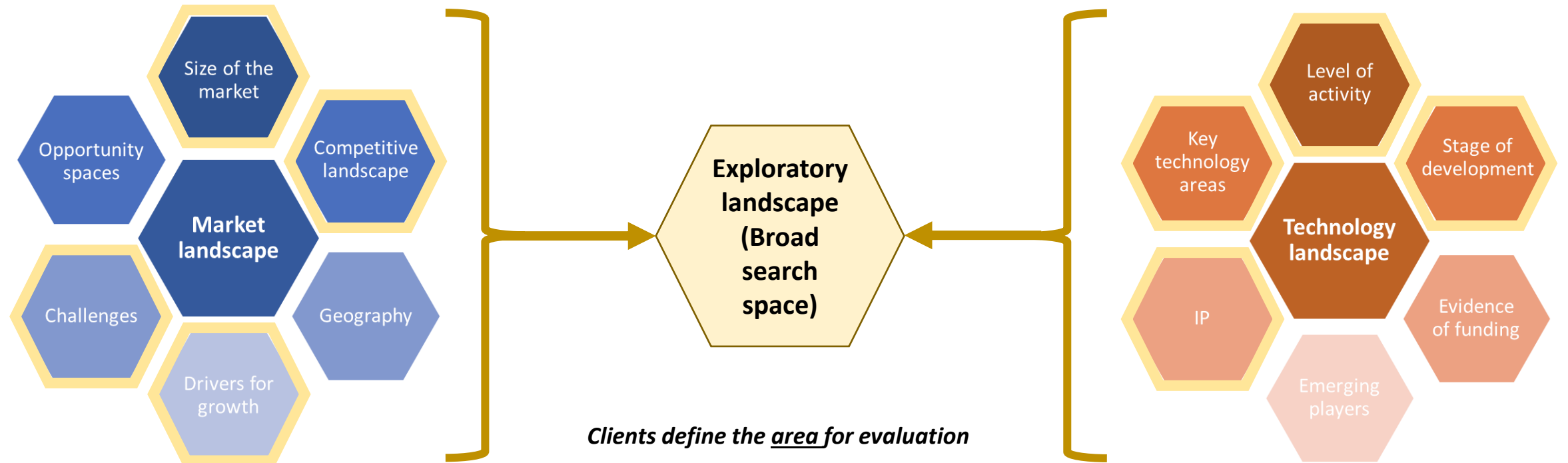
Project outcome

- **20 companies with relevant technology / products** were identified by SAL and presented to the client for further evaluation.
- **4 of the 20 opportunities** were flagged as being of particular interest as they produced compounds with the desired chemistry and had viable plans for scaling up production.
- Additional **insights on the market**, factors impacting commercialisation of these products and competitor activity were also included in the final report.

Exploratory landscape

Exploratory landscape

Exploratory landscapes are used to help clients better understand a technology area or market to address questions such as 'is this an area that our business should be directing effort towards? Are there examples of how this technology is already being used within our industry? Outputs often contain case studies or example technologies / services to exemplify findings.



Case Study: Exploratory landscape

How is Artificial Intelligence (AI) being used within the food and beverage industry?

Project overview

- Artificial intelligence (AI) is increasingly gaining recognition as a tool to support business practices and operations, in part because of the growing popularity of generative AI programs such as ChatGPT.
- In this rapid landscape, SAL focussed on gaining a better understanding of applications for AI within the food and beverage sector from 'farm to fork'.
- The landscape was designed to address: (1) Is AI being applied within the food and beverage industry? (2) Where are the future opportunities to use AI in the sector? and (3) Who is developing AI solutions for the food and beverage industry?

SAL's approach

- SAL initiated a search to identify examples of AI implementation at different stages of food and beverage production.
- For each example, SAL provided details on the specific AI technology being used, the intended application, stage of development, scale of roll out and details of any partners.
- Where possible, insights on the impact of AI use (e.g., increased safety or efficiency, novel ingredient identification) were provided.



Project outcome

- The research identified several **leading technology providers**, with offerings tailored to food and beverage companies.
- The data demonstrated that some applications of AI yielded greater success than others, and **adoption more commonplace for highly repetitive tasks** requiring a high level of accuracy.
- The insights could be used to inform **client's digitalisation strategies** and highlight potential partners to support implementation.



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