



COMPETITIVE  
INTELLIGENCE

# B4C COMPETITIVE INTELLIGENCE

STRATEGIC STUDIES & CONSULTING / MONITORING SOLUTIONS

Louis TIERS  
Head of Competitive Intelligence  
[l.tiers@bioeconomyforchange.eu](mailto:l.tiers@bioeconomyforchange.eu)





THE FRENCH  
BIOECONOMY CLUSTER

**BECOMES**



**BIOECONOMY  
FOR CHANGE**

NETWORK & EXPERTISE

# YOUR REFERENCE SERVICE IN BIOECONOMY CONSULTING

INNOVATION CONSULTING IN BIOECONOMY

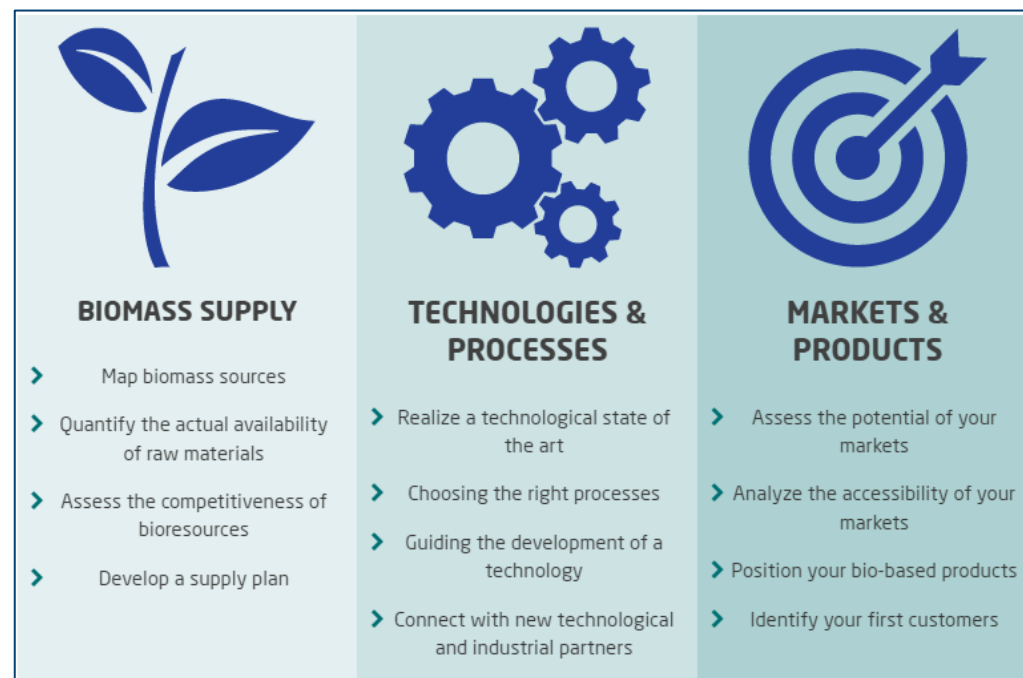
MONITORING SOLUTION

CONTACT US



## Through Network & Expertise, B4C helps decision maker to design and implement innovation strategy in the bioeconomy

- An international network of companies, academics and institutions
- A multidisciplinary team (chemist, biochemist, agronomist, innovation management, industrial property analysis)
- 15 years of experience in competitive intelligence and carrying out studies
- Daily monitoring of all bioeconomy topics : Bioresources – Feed & Food – Chemistry & Biotechnology – Biobased materials – Bioenergy – Processes & Technology



# CASE STUDIES & DELIVERABLES

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**Market opportunity assessment** – benchmark of protein products available in a market segment in animal feed

**Strategic study of setting up a sector** – development of a sector for valuing extractables from wood

**Technologies review** – analysis of available and relevant biobased polymers for the development of a technical packaging

**Prospective study** – analysis of the market environment and of the biocontrol solution offer by 2030

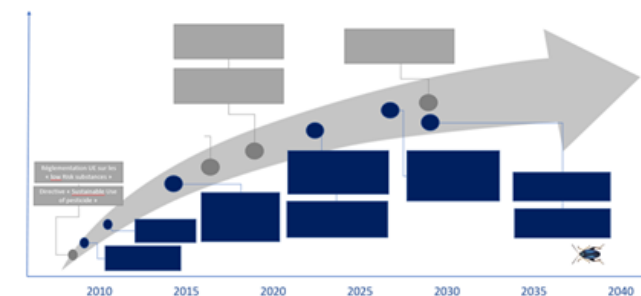
**Assessment of an investment project** – assessment of technical, economic and regulatory risks

**Support in the design of a territorial marketing strategy** assessment of the advantages of a territory and prioritization of bioeconomy sectors to be developed

**Design of a business model and a business plan** – development of scenarios for the exploitation of biorefinery-type biomass



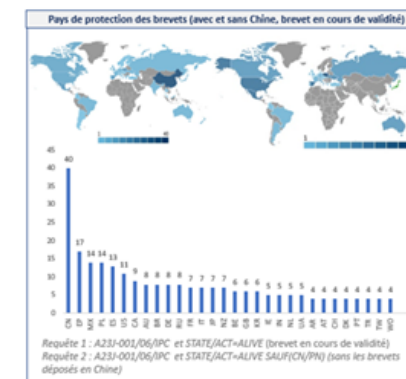
Opportunity Sheet



Prospective Analysis



Growth Share Matrix



Patent Analysis

## OUR ADDED VALUE & OUR REFERENCES

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**An internal technical and economic expertise.** This expertise has been developed through the support of over 350 collaborative innovation projects. Through this service, Bioeconomy For Change offers to make available the expertise of its thematic managers.

**A proven experience in competitive intelligence.** Since its creation, Bioeconomy For Change has developed a competitive intelligence activity to guide its members in their development strategy (market orientation, technological choices, identification of partners) thanks to its daily activity of multisectoral monitoring and its research and consulting activity for bioeconomy players in order to support them in their strategic decision-making.

**A large network of industrialists in France and abroad.** Bioeconomy For Change now has +500 members with whom it maintains close relations in order to support them in the development of bio-based solutions. This proximity with the industrial members of the cluster will allow access to relevant and privileged contacts.



## OUR REFERENCES

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*"Lesaffre called on B4C Competitive Intelligence Department as part of a market study. They proposed a well-constructed work plan, which was adapted according to our needs and the responses of their network. The study was carried out in time thanks to a rigorous and efficient team. In the end, we obtained the information we had hoped for and are very satisfied with the study."*

**Hélène Hennebel, Head of drying activity R&D, Lesaffre International**



*"B4C was commissioned by Holcim to carry out a market study on one of its many subjects. We particularly appreciated the professionalism of the Competitive Intelligence teams, the clarity of their explanations, their synthetic analysis, as well as their spirit of service. The network that they were able to call upon during the interview campaign was really a major asset in our decision-making process."*

**Frédérique Ferey, Cement Manufacturing Department Specialist, Holcim**



*"B4C has been supporting us for several years in our technical and strategic thinking. We have called on the Competitive Intelligence unit for a prospective market study, for which we obtained a quality deliverable as well as initial contacts with potential partners. We appreciated the seriousness, dedication, flexibility and listening skills of the team, as well as the strength of its network."*

**DISSAK-DELON Pamela, Marketing Manager, Bioline by INVIVO**

## STRATEGIC MONITORING

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# B4C offers strategic monitoring and expertise tools

## Four tools at your disposal

B4C helps stakeholders in the bioeconomy orient their innovation projects and their positioning in new markets. Four tools at your disposal:

- Tremplin, international monitoring platform dedicated to bioeconomy
- B4C Booster Monitoring Solutions :
  - Biosolutions For Agriculture
  - Innovative Proteins
- Personalized Monitoring

# STRATEGIC MONITORING – TREMPLIN

INNOVATION CONSULTING IN BIOECONOMY

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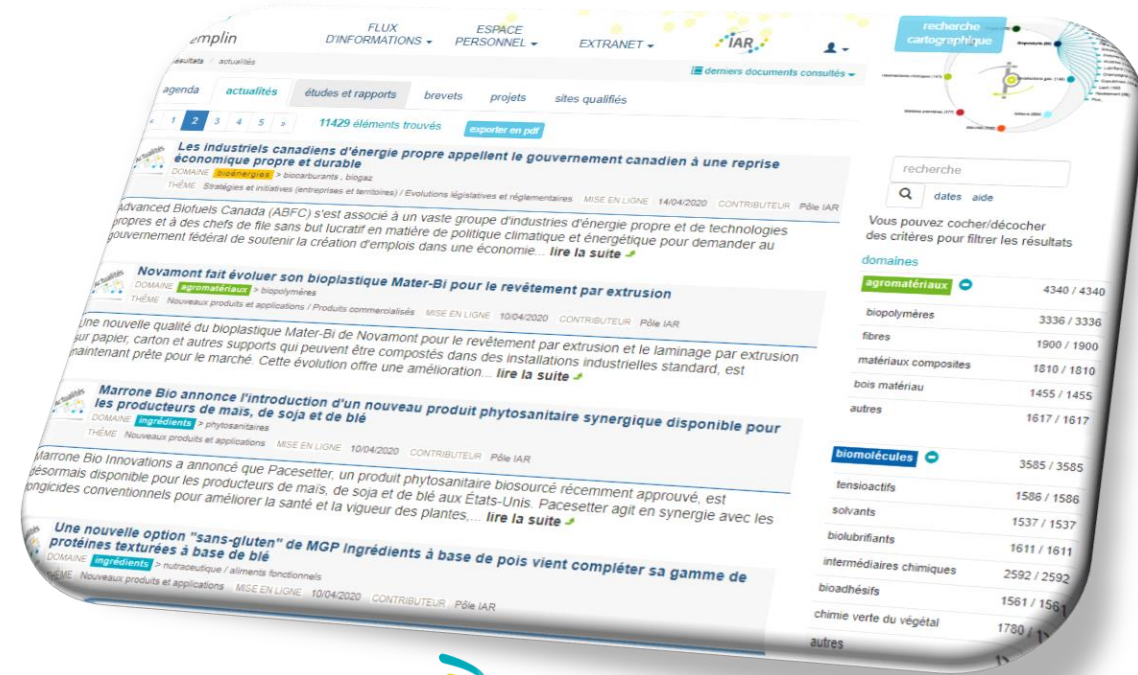
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The Tremplin international monitoring platform is a strategic monitoring tool that provides a global analysis of the dynamics within the framework of the bioeconomy. Along with the platform, email alerts are also sent daily to all stakeholders, highlighting your achievements.

## PRIVILEGED ACCESS TO :

- News briefs (stakeholders, products, markets, technologies,...)
- Key studies and reports
- Patents
- Research & innovation projects
- A map search by sector
- Database with +16.000 pieces of news



Tremplin

Exclusively for B4C members



## B4C BOOSTER MONITORING SOLUTION

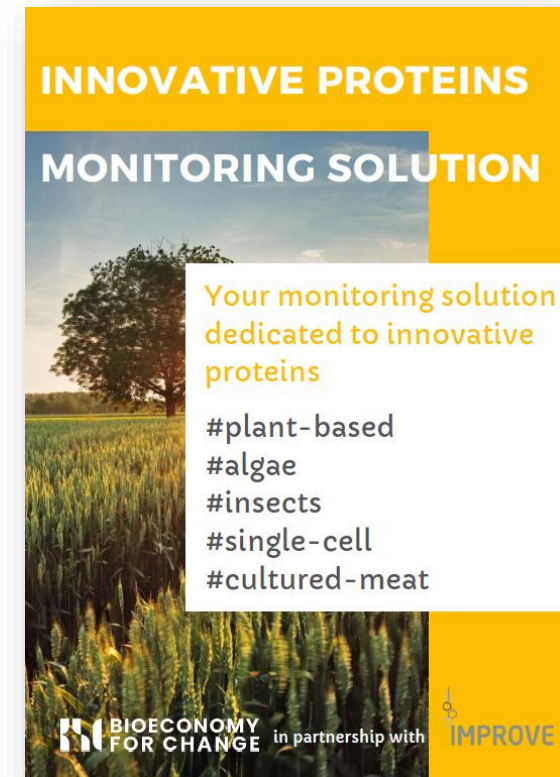
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- Receive your monthly newsletter dedicated to innovative proteins and/or biosolutions for agriculture
- Weekly digest with top news selected by B4C experts
- Customize platform to your needs and priorities
- Accessible anytime and anywhere
- Edit your personal alerts according to your needs
- Get access to more than 5 years of monitoring and searches : news, patents, selected scientific reviews, R&D projects...



# B4C BOOSTER MONITORING SOLUTION

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Our international monitoring covers the entire value chain of the protein market: from feedstock production and transformation to formulation and consumers. All sources of proteins are monitored : plant-based, insects, algae, yeasts, mushrooms... as well as all markets segments : food and feed, non-food applications

Our monitoring solution covers the entire value chain of the bio-input market: from formulation to production and distribution. All bio-inputs are monitored : biopesticides, biocontrol, biostimulant, organic fertilizer...

To receive a free access or subscribe to the B4C proteins monitoring solution, fill the form in our website:



[Test the platform for free](#)

|                                  | INNOVATIVE PROTEINS                         |   | BIOSOLUTIONS FOR AGRICULTURE                |   |
|----------------------------------|---|---|---|---|
|                                  | NORMAL RATE<br><small>(excl. taxes)</small> | B4C MEMBERS<br><small>(excl. taxes)</small> | NORMAL RATE<br><small>(excl. taxes)</small> | B4C MEMBERS<br><small>(excl. taxes)</small> |
| <b>Company</b>                   | <b>999 €</b>                                | <b>850 €</b>                                | <b>1495 €</b>                               | <b>1270 €</b>                               |
| <b>Academics &amp; Startups*</b> | <b>650 €</b>                                | <b>550 €</b>                                | <b>750 €</b>                                | <b>640 €</b>                                |

\* (<15 employees or < 1 M€ turnover)

# PERSONALIZED MONITORING

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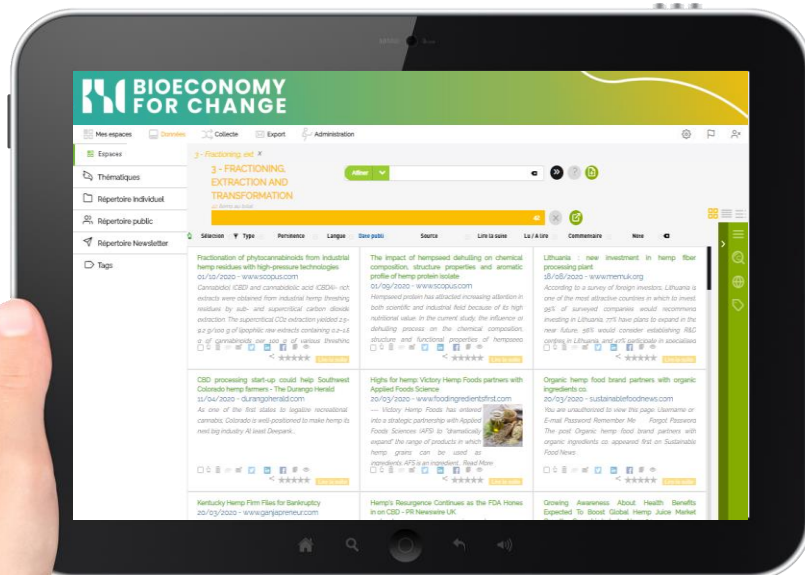


**Bioeconomy For Change supports you in structuring and implementing your intelligence on your strategic priorities in the bioeconomy.**

Bioeconomy For Change's dual expertise in bioeconomy and competitive intelligence guarantees the implementation of an efficient and relevant monitoring on your strategic priorities.

B4C personalized monitoring is :

- A reference strategic monitoring tool
- Mastery of the best practices of monitoring
- Technical and economic expertise on bioeconomy markets.



Example of an international personalized monitoring on hemp cultivation and its valorizations

A dark blue background with six white quarter-circle shapes arranged in a circular pattern around the center. The shapes are positioned at the top, bottom, left, and right, with one at each corner of a square centered on the text.

## **OUR REFERENCES**

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**Frédérique Ferey, Cement Manufacturing Department Specialist, Holcim**



*"B4C helped us define our positioning on a new market, and better understand its environment, its issues and its challenges. Their expertise and critical thinking allowed us to build our strategy on a realistic and trustworthy basis."*

**Elise GROLIÈRES, Snacks & Breakfast cereals Marketing Manager, Limagrain**

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*"Rayonier A. M. France called upon the Competitive Intelligence department of B4C to carry out a market and opportunity study of our advanced bioethanol production project. Their very good knowledge of the biofuel markets as well as of the regulation of this activity, and a very serious study allowed us to confirm our strategy based on tangible and verified elements as well as through opportunities of discussions with actors of the sector organized by B4C. We are highly satisfied with B4C's service and its know-how and adaptability. We will reapply and recommend B4C's Competitive Intelligence team."*

**Stéphane Marquerie, Industrial Manager, Rayonier Advanced Materials**

*"Thanks to its skills and seriousness, B4C has allowed us to accelerate our reflections on a bioeconomy market. We are very satisfied with the result and the responsiveness. The cluster's networking and knowledge of market players make it a real partner."*

**Mathieu Gloaguen, PhD, Nutrition R&D Manager, Cooperl**

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*"AFYREN chose to work with the Competitive Intelligence Department of B4C for a study of biomass deposits mapping and sector structuring. Their knowledge of the agro-resources ecosystem and the proposed investigation strategy enabled us to draw up the first expected portrait of the targeted market. The professionalism and friendliness of the teams catalyzed the development of the project."*

**Jérémy Pessiot, Managing Director, CTO, Founder – AFYREN**



*"B4C was able to mobilize its expertise to provide us with a documented and very thorough study on digital solutions applied to plant protection and nutrition. The analysis of our needs and the quality of the work enabled us to appreciate the attentiveness and rigor of the B4C teams."*

**Jean-François Dussart, R&D Project Manager – Biocontrol Product & Biostimulant, Eléphant Vert**





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## CONTACT US !

### **Louis TIERS**

Head of Competitive Intelligence  
#bioenergy  
l.tiers@bioeconomyforchange.eu  
+ 33 6 16 11 82 16

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### **Manon DETERNE**

Competitive Intelligence Officer  
#food&feed  
m.deterne@bioeconomyforchange.eu  
+ 33 7 71 32 16 08

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### **Pierre-Louis GUILLO**

Competitive Intelligence Officer  
#biomolecule #bioresources  
p.guillo@bioeconomyforchange.eu  
+ 33 6 34 26 98 71

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### **Valentin DUBOIS**

Competitive Intelligence Officer  
#bio-based material  
v.dubois@bioeconomyforchange.eu  
+ 33 6 20 74 59 80

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### **Andrès COMBA**

Competitive Intelligence Officer  
#biomolecule #bioresources  
a.comba@bioeconomyforchange.eu  
+ 33 6 17 45 88 66



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