siftlink

For specialty ingredient suppliers

INNOVATION SPRINT

Find your ingredient's next revenue opportunity.

Identify and prioritise new applications and markets for ingredients already in your portfolio.



Know where your ingredient can grow and what to do next.

01

Growth Opportunity Map



Known and potential new applications, ranked by scientific support and commercial potential. Clear rationale and key uncertainties for each opportunity.

02

Evidence, Claims & Protection Roadmap



Assess regulatory requirements, health-claim pathways and IP opportunities. Receive recommended studies and protection options, including draft patent claims where relevant.

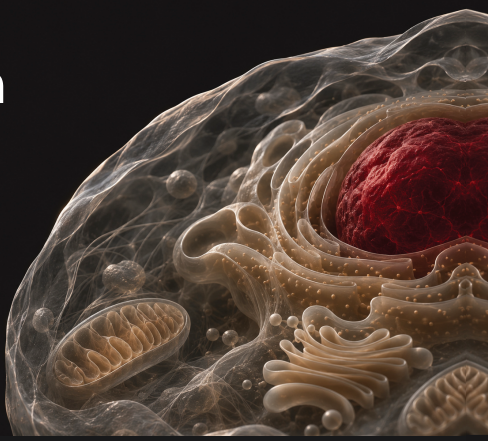
03

Commercial Action Plan



Identify priority customer segments, prospective customers and partners. Define competitive positioning and practical next steps for your selected applications.

Ingredient innovation AI technology confirmed by external laboratories.



Our virtual cell technology connects ingredient chemistry, existing data and scientific literature to biological endpoints. Our experts assess the predictions and supporting evidence, then translate the findings into commercially relevant applications.

400,000
ingredients

17,000
biological endpoints
Linked to market applications.

Expert judgement.

80+ years of combined experience

We are a team of PhD-level experts with industry experience in ingredient, food and beverage innovation. Our expertise spans science, AI modelling, intellectual property and innovation management.

New product opportunities. Backed by evidence.

Challenge	Identify new applications and growth opportunities for an existing ingredient.
Result	Identified suitable metabolic health products and synergies with key formulation ingredients, giving the supplier concrete opportunities for new formulations.
Action	Validated the findings experimentally and drafted and filed patent claims to support the next stage of proprietary product development.

Book an ingredient growth discussion.

Scan the QR code or email us to start the conversation.

hello@siftlink.com

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