



Sustainable Product Development and Innovation Management Consulting

Company introduction

We are a startup consulting firm that works with clients on a range of projects connected with innovation and product launch in the consumer goods and chemicals industries.

Our expertise

- We offer extensive expertise in
 - innovation management
 - ideation and facilitation
 - product concept development
 - product and ingredient chemistry and engineering
 - sustainable formulation design
 - claims support strategies
 - business planning and business case design
 - technical communications

Why you should work with us

- We can help you identify the bottlenecks and delays in your product development and commercialization process and develop new ways to get to market faster and better
- We develop highly innovative consumer products and ingredients based on formulation science and chemical engineering
- Our experience in new product claims development and claims support testing can help your product stand out in the marketplace

Our services

- Innovation strategy development – building a roadmap of new product concepts
- Developing marketing claims and claims support strategies
- Competitive analysis in the client's space to find a niche
- Facilitation of ideation sessions
- Managing contacts with contract manufacturers and contract testing labs
- Selecting product ingredients and evaluating suppliers
- Sustainability evaluation
- Business planning including business case, marketing plan, manufacturing plan
- Project and team management

Our founder

Dr. Marc N.G. de Mul is Founder and President of Measured Innovation LLC. He has an MS and PhD in Chemical Engineering and an MBA in Finance, Entrepreneurship and Economics. Marc has launched many consumer products over his 20+ years career in the industry and has published 3 patents and 9 scientific and technical papers.

Contact us

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