



Case Study

New Market Identification

Identify New \$200 Million Market for Existing Technology

Client Situation:

A Strategic Business Unit in a Fortune 50 company wanted to explore the opportunity to enter a new market segment with an existing product and technology. The SBU needed a comprehensive technology and market assessment in order to start the new product business planning process.

Client Problem:

The team members did not have expertise in the technology and market requirements for the new business opportunity. The SBU had a successful product in a different market space and wanted to expand sales by entering a new application. The team did not know if the current product could meet the technical requirements or what product modifications were required prior to launch.

InnoCentrix Solution:

Reviewed technology roadmaps for the new market. Evaluated the emerging market segment, establishing both segment size and growth rate. Evaluated the current product technology and formulated the technical requirements for the new product. Outlined the supply chain and key participants. Provided detailed explanation of the product qualification standards (new testing required for the new product).

Client Benefits:

Demonstrated a viable \$200 million market opportunity for the new product. Defined the technology requirements to modify the existing product for the new market. Validated the preliminary market and technology requirements developed by the SBU. The team had all the fundamental information to begin the business planning process.

Testimonials

Associate Research Director, Fortune 100 Company –

"InnoCentrix has the ability to align business leaders, sales and marketing, and technologists to define a new product opportunity, develop a scientific approach, conceptualize, and lead the development and commercialization activities. In my 25 years of industrial research management, I encountered few who could do this as well as InnoCentrix."

Vice President of Technology, Fortune 100 Company

"I selected InnoCentrix because they have a strong focus on the commercialization process and the requirements to drive a research concept to a profitable business. This unique skill provides them with the leadership and courage to identify the key strategies for a business to grow and prosper."

Director of Marketing, Fortune 100 Company –

"InnoCentrix provided us with valuable insight into a high growth emerging market opportunity in electronic materials. They outlined the technical requirements to successfully enter the market and offered a detailed description of the material modifications and testing required. Their unique combination of technical and business expertise was extremely valuable to our team."