

<b>Customer</b>	Environmental Equipment Supplier
<b>Service</b>	Technology Commercialization



Strategic Solutions  
SSI Associates, Inc.

## Market Assessment and Business Strategy Development

**Assistance to a US supplier of air pollution control equipment to commercialize exclusive rights to an innovative technology for removal and recovery of particulate from gaseous streams**



### Challenge

A US supplier of air pollution control equipment obtained exclusive rights to an innovative technology for removal and recovery of particulate from gaseous streams. This technology, developed and patented in the early 1990s, represented a potential, significant advancement in providing highly efficient collection of particles in the 1 to 50  $\mu\text{m}$  size range at low energy requirements. The issue facing the company was identifying the most important market opportunities for this technology and determining the most effective routes for penetration of these markets in order to focus the limited resources available.

### Approach

A three-phase approach to developing a focused marketing program was undertaken.

- Phase 1 involved a broad-based review of potential industry applications. Using the expertise of 16 different industry experts and technology specialists, we screened over 30 different industry segments to identify and assess potential applications. Phase 1 also included an assessment of the principal technology attributes and drawbacks relative to the various types of applications.
- Phase 2 involved an in-depth analysis of the most promising opportunities to define the specific application requirements, quantify the total market size of each application, identify the principal competitive technologies, and define the relative application-specific attractiveness of the technologies based upon features, capabilities and benefits. As a part of Phase 2, criteria were also established for ranking the opportunities.
- In Phase 3, the opportunities were ranked according to the criteria developed in Phase 2, and the most attractive were characterized with respect to market size and coherence, penetration requirements and likelihood of success. Leading candidates as customers for marketing initiatives were then identified along with the most appropriate avenues for marketing efforts.

### Value/Result

- Provided the company with a detailed road map for finalizing its marketing plans and instituting a long-term, evolutionary sales program that could be effectively supported by an appropriate R&D program
- Identified the principal technical and economic advantages as well as issues and obstacles relative to each opportunity
- Established the basis for competitive positioning