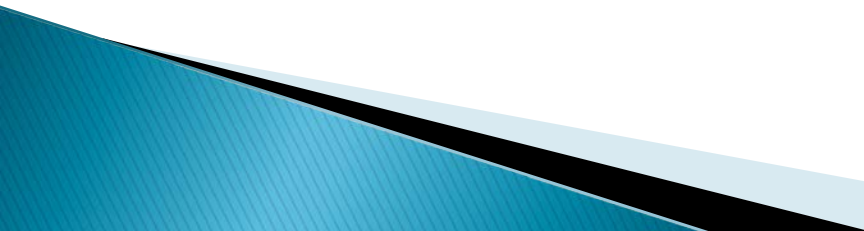


Lance Leverette

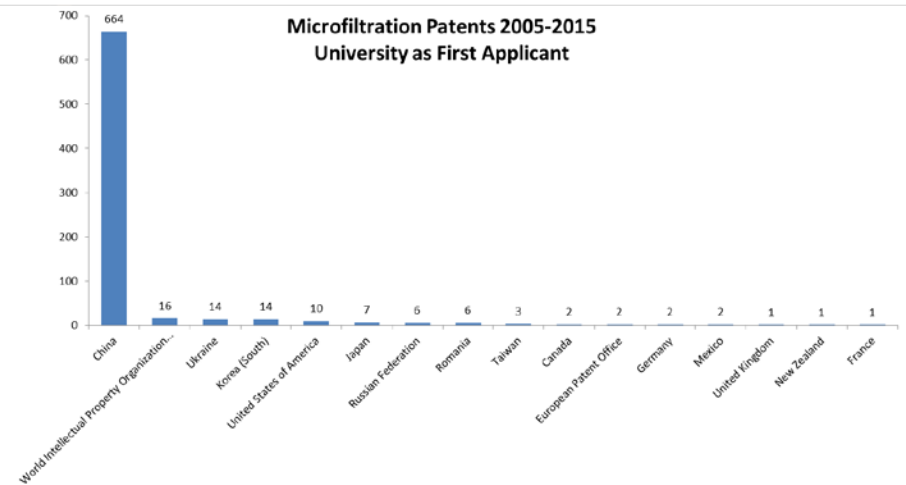
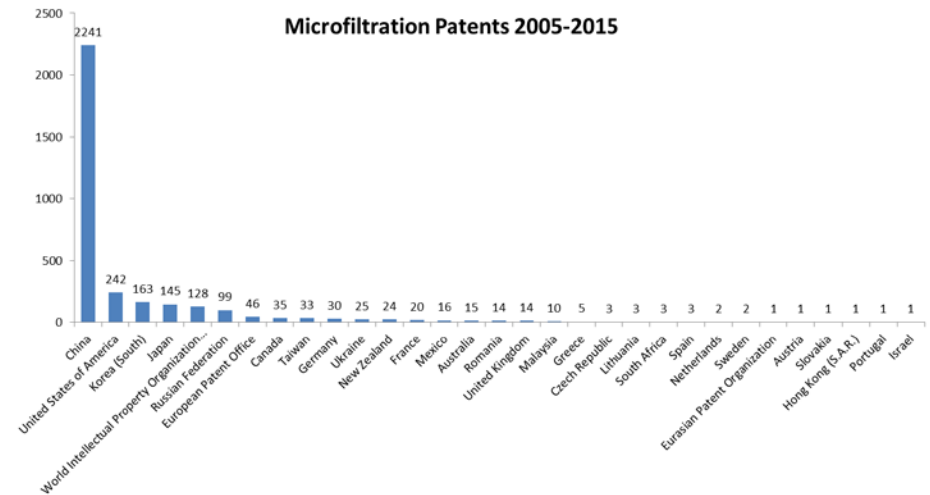
Market Research in the Waste and Wastewater Sector

Why conduct market research

- ▶ Understanding where your research will go
 - Avoids conducting research in a vacuum
 - Determines potential partners
 - Gives a end point and a guide
 - Avoids redundant research
 - ▶ Gives a 'value'
 - Makes it more attractive to partners
 - Sets the base for marketable IP
 - ▶ Tailors it to your audience
 - ▶ The European Commission is demanding commercial potential!
- 

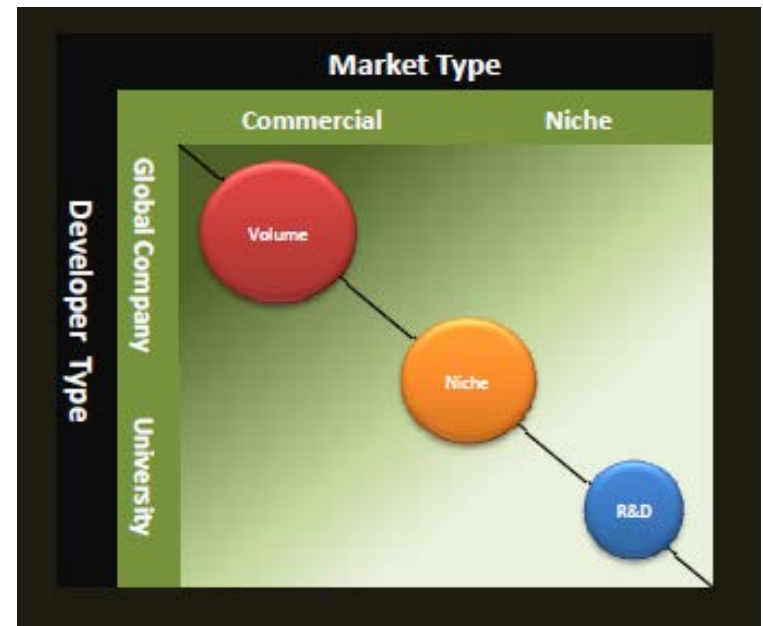
Why conduct market research

- ▶ The market is becoming IP driven
- ▶ Patents & IP can have a value
- ▶ Simplistic models or heavy methodologies do not provide answers



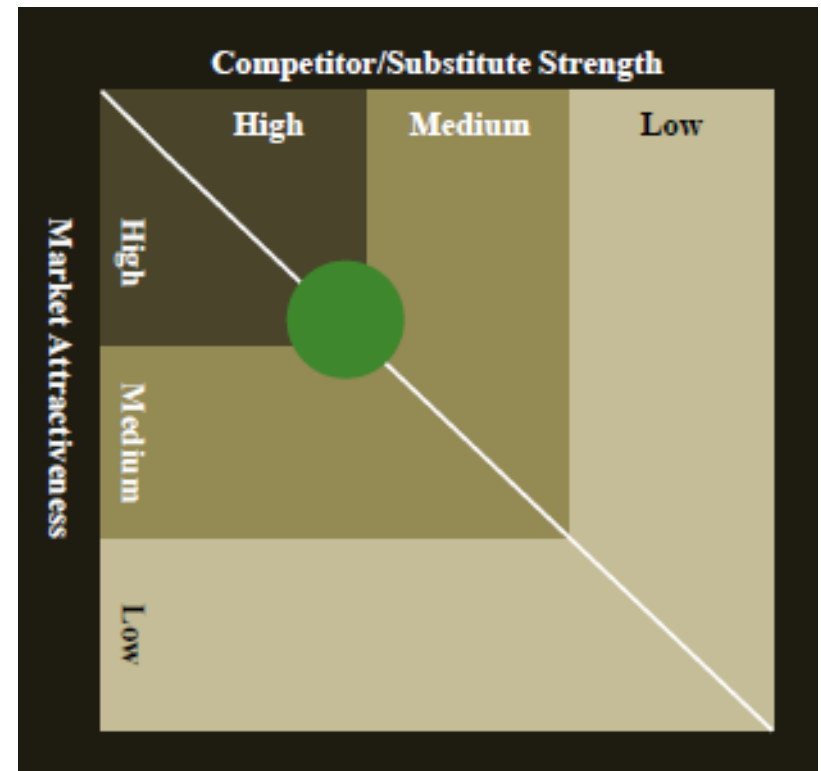
Where does your technology fit?

- ▶ Will depend on your Technology Readiness Level (TRL)
 - Theoretical → Pilot
- ▶ Where will market research have the most effectiveness?
- ▶ Can focus and guide research



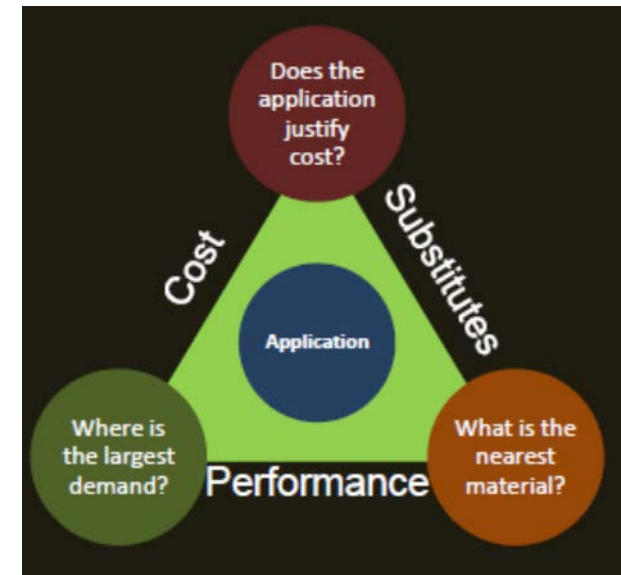
Questions to be answered

- ▶ How big is the market?
- ▶ What is it?
- ▶ Where can it be used?
Will it work with my current system / will it cannibalize it?
- ▶ How much better on the cost/performance ratio is it to what is currently in use?
- ▶ How much is it worth?
- ▶ Can I stake my career on it?



What it takes

- ▶ Data Dump
 - Specifications– what is the proposed performance
 - What company equipment will be used? Commercial Off the Shelf → Custom
- ▶ Substitutes
 - Patent / IP / Company Search
- ▶ Target Market
 - Volume / Number of Units / Amount Spent



What is your 'market fit'

- ▶ Substitutes (what are the nearest technologies on the market)
 - Is yours unique?
- ▶ Where will your technology go
 - Companies
 - Municipalities
 - Governments



Conclusion

- ▶ Getting your technology sold will require a commercial value
 - ▶ It will calculate risk
 - ▶ It will provide a roadmap
 - ▶ It is industry standard
- 