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