

LUX RESEARCH - CONSULTING PRIOR WORK EXAMPLE

Market identification and opportunity assessment in carbon nanotube applications for major chemicals company

Delivered value:

Our Client is currently following the entry strategy outlined by Lux and has engaged with the identified potential customers.

Problem to be solved:

A Korean chemicals giant developed a carbon nanotube synthesis technology internally and needed to identify markets and applications to target; as a late-comer to the market, they were lagging significantly in application development and commercialization expertise, and hired Lux to perform an opportunity assessment.

Lux Solution:

Lux quickly educated our Client about the current status of the market and the myriad of addressable opportunities, pointing out the applications where others had faltered and forecasting demand out to 2020 for each application.

Lux also provided a competitive landscape to help our client understand its current position and determine the best ways to leverage its relative strengths.

Lux recommended to our Client target proven applications where other companies in its corporate family were enormous potential customers and outlined the necessary downstream processing capabilities it needed to develop to properly address these customers.

