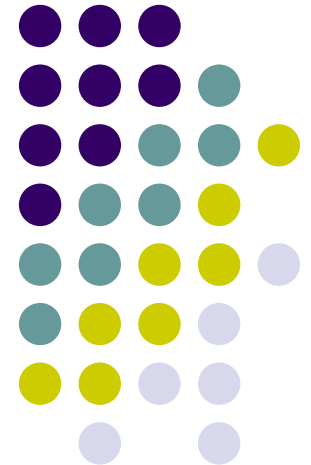


Market Opportunity Assessment

A methodology for assessing and validating new market opportunities



Market/Industry Situation



- Target Market Segment
- Application focus
- Product/Concept Description
- What material/process currently performs the function?
- How will our product solution improve the current situation?

Customer/Application Description



- Current Market Situation
- Who serves the market and why
- Buying behavior
- Opportunity for our technology
- Application requirements
- Product/Service Solution

Market Assessment

Industry Factors



- Market Size
- Growth Rate
- Product Life Cycle
- Price/Performance (Value) Relationship
- Industry Trends that will effect our target application.
- Key Players

Market Assessment

Structure and Attractiveness



- Barriers to entry
- Threat of new entrants
- Bargaining power of buyers
- Bargaining power of suppliers

Market Assessment Environmental Factors



- Governmental
- Regulatory (Agency)
 - UL, CSA, IEC
- Social
- Technology
- International Standards
 - ISO
- Recycling

Competitor Analysis

Specific to Target Market



- Primary Competitors
- Material and supplier share analysis
- Resource Focus and Commitment
- View of market
- Response to competitive inroads

Product Positioning (Capturing Value)



- Product Technology Substitutes
- Value Chain Benefit Analysis
- Key positioning product/service attributes
- Purchasing Criteria (price, performance, technical service, global support)
- “Sales Pitch”
- Who will follow - barriers to entry

Product Design and Pricing



- Value Chain Pricing
- Product Line Impact
- New Product Opportunities

Marketing Communications



- Target Audience - Buying Influencers
- Message by influencer
- Media Selection
- Form
- Internet
- Direct Sales

Intellectual Property



- Patents
- Copyrights
- Trademarks
- Trade Secrets
- Legal Agreements

Manufacturing Strategy



- Pilot plant
- Scale-up strategy
- Contract Manufacturing
- Production Facility
- Quality Specifications
- Manufacturing Specifications

Financial Considerations



- Product/Technology Development
- Intellectual Property
- Manufacturing/distribution
- Market Development
- Product Introduction
- Commercialization

Recommendation



- Recommendation
- Actions to develop the product
- Actions to develop the market
- Action Plan with timetables and objectives for each step