

CLEANTECH TO MARKET BENEFITS TO THE ENTREPRENEURS AND RESEARCHERS

MARKET RESEARCH

- ✓ Fifteen weeks of market research tailored specifically to their technical research
- ✓ Market information the entrepreneurs and researchers would not otherwise have the time to discover
- ✓ Market information that helps refine research objectives and set more market-oriented performance targets
- ✓ A better understanding of what initial target markets could be and what customers are looking for
- ✓ New ideas for applications the entrepreneurs and research teams had not previously considered
- ✓ More market-oriented perspectives
- ✓ Information on key competitors and/or value chain players

STEPS & STRATEGIES

- ✓ Identification of niche markets that can act as “stepping stones” toward an ultimate market (which is often a heavily occupied commodity market)
- ✓ Ideas on how to frame the most important next steps toward the first target market
- ✓ Specific recommendations on key next steps
- ✓ Ideas for alternative implementation strategies and/or business models
- ✓ Information on key barriers to entry, including price points, competitors (existing and emerging), customer needs and preferences, and manufacturing issues

PARTNERS & PROSPECTS

- ✓ Identification of and introductions to business contacts
- ✓ Identification of and introductions to entities that can help further the research
- ✓ Ideas for additional research that would improve commercial positioning
- ✓ Ideas for potential business partners
- ✓ Identification of parties potentially interested in licensing the technology

FUNDING SUPPORT

- ✓ Useful language, tables, graphs, slides, etc. that can be used in funding proposals
- ✓ Materials to help secure additional research funding
- ✓ Materials to help secure new business funding (grants, prizes, seed funding, etc.)
- ✓ Materials that help explain the research to non-technical audiences
- ✓ New ideas on how to position and/or present the work

GRADUATE STUDENTS

- ✓ Access to uniquely qualified graduate students from 20 different programs
- ✓ Students who are hand-picked to match the project
- ✓ Students who provide new ideas and fresh perspectives
- ✓ Students who are potentially available for follow up work
- ✓ Opportunity to “test drive” student entrepreneurs who might help start companies