CLEANTECH TO MARKET
BENEFITS TO THE RESEARCH COMMUNITY

MARKET RESEARCH
✓ Fifteen weeks of market research tailored specifically to their technical research
✓ Market information the 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 research team 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