

Technology-Driven Market Intelligence

TDMI is a market research process designed specifically for technology-based assets.

TDMI helps you understand:

- ✔ whether investing resources in a product idea or market diversification opportunity is worthwhile
- ✔ which markets and applications are most promising
- ✔ what steps to take to exploit market opportunities

TDMI explores your idea, product or capability and determines:

- ✔ strengths and weaknesses
- ✔ potential applications
- ✔ trends and drivers that define the opportunity
- ✔ potential partners and customers, and potential competitors
- ✔ value and size of potential markets
- ✔ potential risks

BENEFITS TO YOUR BUSINESS:

Specific – highly focused on your needs

Systematic – proven process and methods

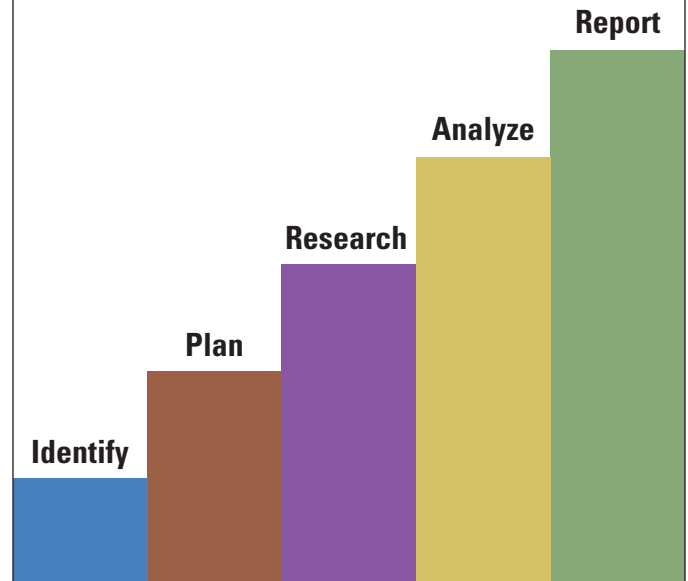
Comprehensive – broad perspective and thorough

Conducted by experienced technical and business experts with broad market knowledge and access to experts in many industries and technical disciplines.

“We have maximized our opportunity in our current markets. Where else can we go?”

“I have a great new technology. I need help commercializing it.”

TDMI PROCESS STEPS



CASE STUDY

Startup with visible light disinfection technology

IMPACTS:

- Validated value proposition for a specific market segment through primary research
- Connected client to partners and customers
- Found opportunities resulting in \$100K in new revenue within 1 year
- Client now expects this segment will deliver \$7 million in annual revenue long-term

WHEN SHOULD I CONSIDER A TDMI?

	EXISTING	NEW
ASSET OR IDEA	New	✔
	Existing	✔
TARGET MARKET		