



LUMERIC™ Project Summaries

Project Type:

New Product Development
Strategy

Sector: Cleantech / Energy /
Transportation

Company Size: \$400m+ division of
\$8B + global parent company

Company Position:
Market Challenger

Client Level:
VP, Business Development

The Critical Decision:

Should client bring R&D efforts closer in line with Department of Energy (DoE) technology development programs in the energy and transportation sectors?

The Answer:

Yes, there are selective DoE research programs that are supporting significant advances to technology areas the client operates in that if proven commercially viable and adopted by the client could measurably enhance the competitiveness of the company's offering.

The Discussion:

The client is one of several major players in the development and commercialization of energy efficient components used in hybrid vehicle drive trains, the Smart Grid and solar power. Although their technology was seen as more advanced than many competitors, company management wanted to understand how they could further advance the competitiveness of their technology through participation in and/or benefiting from research being sponsored by the DoE.

Through an in-depth secondary and primary market research program, Lumeric was able to identify certain DoE development programs supported through grants that had the potential to significantly improve upon the client's current offerings within a 4-7 year time frame for viable commercialization.

