



LUMERIC™ Project Summary

Project Type:

Strategy Review

Sector: Cleantech

Company Size: \$6B

Company Position:

Market challenger

Client Level:

VP, Business Development, Corporate

The Critical Decision:

Should the manufacturer of a new, proprietary smart grid technology re-launch its product in the US?

The Answer:

Yes. The product has reasonable potential to capture 10% market share profitably by 2015.

The Discussion:

The product, which can significantly improve the efficiency of electricity distribution, failed in its initial launch due to unexpected consequences of utility deregulation. Recent changes in regulations suggested to the client that the market for the product could be revived. Lumeric was hired to test this hypothesis. Through an extensive program of primary research with prospective buyers, Lumeric identified specific niches of customers interested in purchasing the product. Value propositions were then designed to emphasize the superiority of this technology in meeting the needs of the customers in these niches. 