



# LUMERIC™ Project Summaries

**Project Type:**

Market Entry Strategy

**Sector:** Industrial / Building Product

**Company Size:** \$50M division of \$12B global manufacturer

**Company Position:** Market Leader

**Client Level:** VP Strategy

**The Critical Decision:**

Is the US market viable for the company's proprietary building product technology, and if so, what would be the best route for entering the market?

**The Answer:**

The US market would be receptive to the client's technology as it would introduce significant building construction efficiency gains and licensing the technology to select US fabricators who make the product being replaced would be the most effective approach for a swift, sustainable entry to the US

**The Discussion:**

The client was a leader in several overseas markets with their building product technology which provided building foundations with a greater level of seismic resistance at a lower price point than more dated technological approaches used in the US. However, the client was uncertain if the US market would be receptive to their 'foreign' product and if scalable channel access could be secured.

To address these issues, a series of in-depth qualitative interviews were conducted with industry experts, general contractors, construction engineers and product fabricators. Through these interviews, Lumeric determined that construction engineers, the key buying influencer for this product, would be receptive to specifying the client's newer technology. However, steel fabrication contractors, who owned the channel for making and installing this product, would be unlikely to purchase it from an external source. Instead, many of these firms would be inclined to license the proprietary designs from the client and make the product themselves. 