

## Market Assessment & Go-To-Market Strategy for Waste Management, Recycling & Sustainability Solutions

### The Business Issue

10EQS supported a leading waste management solution company with its growth strategy by assessing the entire waste management, recycling and sustainability solutions market in the US and Canada.

### The Solution

10EQS provided the foundation for the clients Go-To-Market strategy and growth plan including market size, segmentation, value proposition for customers across seven industry verticals, key technologies, and recommended key steps towards implementation.

### The Result

10EQS provided a prioritized recommendation on the verticals the client should target based on potential market share, waste diversion / recycling opportunities and the ability to close business in the next 18 months.

#### Client

Waste Management Solutions Company

#### Project Type

Market Assessment & Go-To-Market Strategy

#### Project Team

1 Senior Collaboration Manager  
3 Associate Collaboration Managers  
20 Industry Experts  
10EQS Delivery Operations

#### Time Frame

6 weeks