

Sensing & Imaging Detection Technology & Market Assessment

The Business Issue

10EQS supported a global chemicals & materials company with its growth strategy by assessing five separate market opportunities in the sensing & imaging technology space.

The Solution

10EQS helped the client analyze specific markets and assess new business opportunities for a disruptive technology in imaging and spectroscopy, as well as evaluating opportunities for extending their current sensing technology into the smartphone market.

The Result

The generated insights helped the client assess the opportunities for their technology, feasibility of new business development and opportunities for monetizing assets. Key insights included market size and segmentation, expected growth rates, competitive landscape, customer needs, technology developments, legal and regulatory environments.

Client

Global Chemicals & Materials Company

Project Type

Market Assessment
New Growth & Innovation Platforms

Project Team

3 Senior Collaboration Manager
2 Associate Collaboration Managers
25 Industry Experts
10EQS Delivery Operations

Time Frame

3 weeks