

# Commercialization strategy for thin-film battery technology

Case Study | Technology

## Business Challenge

Given the ever-growing need for electronic miniaturization, our client, a leading battery manufacturer, wanted to assess the potential commercialization routes and application areas for its new thin-film battery technology. However, it lacked insight into the market opportunities and the competitive position of its technology against other emerging battery chemistries for making an informed decision.

## Solution

Netscribes took the following approach to meet its goals:

- 1. Competitive analysis:** We assessed the competitive landscape by identifying the companies that have a product pipeline of thin-film batteries and/or companies that are involved in the R&D of related products.
- 2. Market opportunity analysis:** We then evaluated the existing market opportunities based on secondary and primary research and segmented the thin-film battery market by industry applications, such as retail, medical, energy harvesting, and semiconductors, based on the battery's specifications and physical features.
- 3. Patent and infringement analysis:** We identified relevant patents filed in the past 10 years and evaluated the regulatory environment across geographies. We further conducted an infringement analysis to determine if the client's IP infringes upon any of the identified relevant patent publications, and vice versa.

Based on the information gathered in the above steps, we assessed potential partnerships for various application areas and industry segments. We then conducted a SWOT analysis to find out how the client's technology ranked against others in the market.

## Results Delivered

Netscribes defined the commercialization strategies and provided advice on the best routes to penetrate the market. We also provided an estimated revenue that the client could generate by either manufacturing the product themselves or out-licensing its technology to other manufacturers and system integrators.

## Benefit

Netscribes' in-depth insights and recommendations gave the client a clear understanding of the business opportunities that exist and helped it plan and strategize the development of their thin-film battery technology.

Inform strategy and maximize impact with custom market and competitive intelligence

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