

# Nano-particles for UV Protection

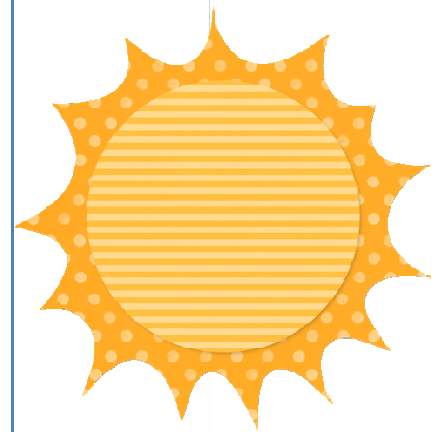
## Assessing the Market Opportunity

A major Fortune 100 chemical company developed a new nano-sized mineral smaller than the wavelength of visible light yet larger than the wavelength of UV light – a perfect material for screening the harmful effects of UV on materials of construction such as plastics and paints. The client needed to assess the commercial opportunity including market size, economics versus incumbent UV screeners, customer acceptance and to develop a high-level market entry strategy.

The project with StrategyMark included:

- Industrial Market Research to identify and profile the existing incumbent UV screeners including pricing, efficacy, market size, and key competitors.
- Value Chain Analysis to assess the value that incumbent screeners deliver throughout the value chain along with an estimate of the value created by the new nano-mineral screener.
- Detailed technical interviews of potential customers to determine the advantages/disadvantages of the new nano-mineral including switching costs, likelihood to switch, role of end-user specifications and general barriers to market entry.
- Analysis to determine the best segments to target based upon opportunity size, ability to quickly penetrate and market access.

The client was able to identify the end-uses with the highest probability of success as well as identify additional technical work needed to better understand their value proposition



### Highlights

#### Opportunity

A new nano-particle mineral that protects materials (paints, plastics) from the degrading effects of UV sunlight.

#### Challenge

The client needed to understand the market opportunity, incumbent technology and develop a strategy for market entry.

#### Result

The project allowed the client to better understand the competitive landscape, customer acceptance criteria and economics to refine the end-use targets and better define the technical work needed before market entry.