CASE STUDY 459

Lithium-ion Battery Market Strategy Study

ABOUT THE CLIENT

Industry	Batteries
Revenues	$1 billion
Employees	1,000
Location	Americas
BSI Service or Solution	Marketing Strategy

Key Challenges

- Huge and growing market for lithium ion batteries, and demonstrated performance improvement using the client's material in them. However…
- Differing perceptions of market and segment size
- Lack of knowledge on the impact that potential chemistries could have on battery life, charge rates, cycles, and other performance dimensions
- Lack of economic analysis of the market penetration that battery performance improvements could yield.

Why BSI was Selected

- Expertise in battery markets
- Previous market studies for technical products and solutions
- Deep understanding of the battery end user OEMs
- Previous work for mining and metals companies

Project Scope

Battery components:

- Anodes
- Cathodes
- Electrolytes

Battery applications / industries:

- Electric Vehicles
- Consumer Electronics
- Energy Storage Systems
- High Performance Applications

Project Approach

- Defined and sized US market for battery components
- Quantified penetration potential of 52 new battery chemistries
- Identified and evaluate strategic options
- Assessed gaps, Key Success Factors, and SWOT
- Defined criteria for assessment of strategic options
- Recommended strategic options and financials
- Developed operational implementation plan

Financial Benefits Realized

- Up to $1 billion of potential market identified and quantified by chemistry, market sub-segment and year

Operational Benefits Realized

- Allowed the client to resource, plan, and budget for sales deployment