



TECHNOLOGY COMMERCIALIZATION SUPPORT



ABOUT THE CLIENT

Industry	Energy Storage
Revenues	\$1 billion
Employees	1,000
Location	Global
BSI Service or Solution	Sales & Marketing

Key Challenges

- Technology development over eight years of theoretical chemistry and lab testing
- Pilot studies needed to demonstrate in-situ performance
- Target markets mostly niche and fragmented

Why BSI was Selected

- Expertise in battery tech technologies
- Previous market studies for battery technologies, and engineered products and solutions
- Deep understanding of the industrial value chain for batteries
- Previous work for mining and metals companies

Project Scope

- Long-life, fast-charging anode+cathode battery technologies for dozens of end-markets
- Engineered markets including Mobility: Locomotives, Port & Airport Tractors, Hybrid Evs, Ships, HD Forklifts, Gantry Cranes, Mining Trucks, HD Trucks, BEVs, Motorbikes, 3-Wheelers, Airport Shuttle, HD Garbage Trucks, Transit Buses and Vans, Sport Aircraft, AGVs and Robots, Airport Auxiliary Power, and Drones.
- Engineered markets included Power: Primary Frequency Regulation, and Secondary Frequency Regulation, and Peak Shaving.
- Engineered products including data centers.

Project Approach

- 1 Develop Market-specific Positioning
- Map optimal technology-application pairings
- Identify energy transition regulations and guidelines and pursue embedding or linkage
- Identify industry standards and specifications and pursue embedding or linkage
- 2 Develop Technical Marketing Documentation
- Identify target end-users and their supply chain partners, develop pilot project roadmaps
- Develop optimal channel strategy
- Develop technical marketing briefs around specific use cases and benefits (e.g., cost, performance, and CO2)
- 3 Facilitate Pilot Project Sales to Target Accounts
- Product sales plan
- Key customer sales plan
- Negotiations support

Financial Benefits Realized

- \$600 million per year of potential market identified and quantified by chemistry, market sub-segment and year

Operational Benefits Realized

- Enabled the client to resource, plan, and budget for sales deployment across Europe, China, and Res—of-World.