



MOBILITY CORPORATE INTELLIGENCE



ABOUT THE CLIENT

Industry	Government (Economic Development Agency)
Revenues	> \$50m in grant funds
Employees	3 million workers
Location	Southeast Michigan
BOS Service	Corporate Intelligence

Key Challenges

- Employment slumping: 2026 metro payroll jobs 4% below 2001 level.
- GDP lagging: Metro area GDP grew 17% while US real GDP grew 60% (2001-2023).
- Metro area losing standing: Metro share of US GDP fell from 1.66% to 1.22%, a 27% loss of national economic weight, almost all of which occurred between 2005 and 2009 with flatlining since 2009.

Project Scope

- Assembly Automation
 - E-Motors
 - Hydrogen Mobility
 - OEMs
 - Power Electronics
 - Propulsion Batteries
 - SDV, Drones, Cyber & OTA
 - Thermal Systems
 - OEMs
 - Heavy Industrials (aerospace, shipbuilding, etc.)
- Advanced digital technologies
 - Advanced Materials:
 - Strontium (permanent magnets)
 - Alloys and superalloys: Carbon Steels
 - Rare earths & minerals: barium, beryllium, cobalt, copper, hafnium, helium, lithium, magnesium, molybdenum, nickel, niobium, scandium, strontium, tantalum, tin, titanium, tungsten, yttrium, zirconium, etc.

Economic Development Value

- 1,250 leads
- \$800 million new investment
- 250 new projects
- 100 prospect visits
- 8,500 new jobs

Why Boston Strategies International was Selected

- Smart vehicle experience and expertise.
- Fresh experience across a range of advanced vehicle technologies.
- Supply chain economics methodologies.
- Successful previous multi-year consulting projects in corporate intelligence and financial analysis involving hundreds of deliverables.

Project Approach

- Assembled a database of thousands of companies worldwide, with quantitative market, financial and investment data streams.
- Screened technology fit, scale, growth, expansion, location and contacts to identify and profile high-scoring expansion-ready companies.
- Developed custom value propositions for each company.
- Delivered 400 high-scoring target company profiles for consideration of potential high-value partnerships.

Operational Benefits Delivered

- 24-step standardized business intelligence workflow.
- Pipeline of 30-45 high-quality and consistent profiles every month under long-term contract.
- Customized value propositions for outreach.
- Outsourcing this activity freed up client resources to focus on conversion.