

A Growth Pipeline to New Accelerated Growth Opportunities



The Client: Global Silicone-Leading Company with an Extensive Range of Advanced Specialty Products

The Challenge

The client's growth team was tasked to generate \$400 million in new sales space by 2016 through a combination of organic growth, open innovation, and synergistic business development. Specifically, the client was looking for 10 new spaces that were revolving, turbulent and/or rapidly growing with a clear linkage to the "visualized" attributes.

The client was interested in market spaces where substantial new business and/or new technology platforms could be generated (market attractiveness and an ability to win were important factors).

Project Objectives

- Leverage Mega Trends methodology
- Uncover and evaluate 10-30 new adjacent opportunities or spaces for the client's products based upon specific criteria, leveraging competencies across a broad range of commercial and industrial market/vertical sectors
- Identify new key market segments
- Provide an overall business strategy and company goal to stimulate 3-5 new growth opportunities
- Conduct on-site growth workshops and internal company experts to identify clear examples of growth opportunities



Our Approach and Work

In the first session, Frost & Sullivan experts identified the primary Mega Trends and the Sub Trend Opportunity Universe, which was used as our growth/filter criteria in the second phase of research. Starting from a set of more than 100 market opportunities, Frost & Sullivan's team qualified the top 10 best-fit market opportunities through primary research efforts. In the second session, the team prioritized the market opportunities by the size of the client's addressable market, growth, and best fit. The client was then assisted in developing strategic action plans for converting the ideas into company initiatives.



Outcome and Business Impact

The client successfully identified 5 global market opportunities that fit the company's business requirements. The research was used to support its R&D/project phases. The client gained:

- Growth expansion into new areas and increased revenues
- Successful development and strategic implementation plans
- Identification of key growth areas to concentrate on future expansion
- A highly significant advantage against competitors