

Sector Chemistry Medical, Environment, Energy		Field of expertise Opportunity and market study
Period of execution 2011 – 2013	Amount 30 K€ (excl. taxes)	Team members <ul style="list-style-type: none"> • Allan Rodriguez • Mathieu Cynober

Client

X (Confidential)

Missions title

- 1. Identification and characterization of application markets of porphyrins**
- 2. World market study in the context of business start-ups**

Context and project objectives

In order to valorize the know-how of the Institute of Molecular Chemistry of the University of Bourgogne, a valorization organism want to identify the application areas of porphyrins into the energy, the environment, the CO₂ harnessing and health fields.

Approach

The two missions have been realized in 3 phases :

1. First analysis :

- Identification and characterization of potential application fields by a desk study and a comparative analysis
- Characterization of the cross-functional competitors to different fields

2. Study of selected markets :

- Consultation with around twenty customers and potential partners in order to qualify and quantify their needs
- Characterization of the accessible market and actions to be implemented

3. Synthesis and recommendations :

- Definition of a positioning at mid and long term with an estimation for the expected turnover within 5 years
- Strategic recommendations based on SWOT analysis of the project and identification of the business model to prioritize

Results

Based on the opportunity study, the project has been awarded at the MESR contest in Emergence category in 2012, and has been incubated. The market study permitted to collect expressions of interests from different actors in addition to giving some essential information about the targeted customer.