

CASE STUDY

Digital Imaging Company



TECHNOLOGY COMMERCIALIZATION

Program Background

A leading engineering and digital imaging company wanted to create new revenue streams by identifying new commercial applications for existing intellectual property. The client's primary objectives included identifying technologies that could be licensed or commercialized to reap the highest return with low time-to-value.

Program Scope

The client turned to Kalypso for advice and direction with all business processes related to technology commercialization. As part of the project, Kalypso surveyed 70 industry experts to determine the spectrum of potential commercial applications, created several business concepts, and orchestrated focus groups to test concepts, market acceptance, competition, and pricing with end users. After completing these activities and evaluating the results, Kalypso helped the client develop a comprehensive business plan for the most promising concept; an application in the energy industry with tremendous potential.

Program Results

With Kalypso's assistance, the client successfully commercialized an existing technology to deliver a new service outside the company's core product portfolio. Kalypso provided strategic guidance on all stages of the process, including structuring a joint venture, securing private equity funding, and getting required approvals from various regulatory agencies.

After successfully completing the commercialization process, the client validated market acceptance and rapidly grew revenues from the service. Ultimately, the client sold the system to a global aerospace and defense company looking to expand into new markets. Today, the system is a successful product line with substantial profitable revenues.