

Exploitation of innovative technology for removing heavy metals from water

A small water purification company required assistance in developing and exploiting its innovative technology for removing dissolved heavy metals from water. The client commissioned Quotec to assess their innovative technology, evaluate the potential market and produce an action plan for scaling up the process and launching it in the market place.

Quotec used their knowledge of technology applications in a wide range of industries to identify novel applications of the technology. Quotec then leveraged its network of contacts to consult with potential customers in the USA/Canada, Australia and South Africa as well as a number in Europe. This strong personal network was essential to obtaining reliable market information about an industry which has a strong culture of secrecy. Specific market opportunities for the company's innovative technology were evaluated which enabled the company to select its target market.

Quotec then developed a business plan to assist the company in accessing this market. This included an assessment of the financial impact upon the business, expected return on investment, identification of the resources required to implement the plan and an action plan for further technical development.

The company has recognised that this business plan provides them with a blueprint for successful exploitation of their innovative technology. They are currently engaged in discussions with potential customers, identified by the project, and well on their way to scaling up the process technology to meet market demands.