

Technology Assessment Services

kMatrix Ltd



About Us

kMatrix are experienced assessors of commercial risk across a very wide range of technologies and include blue chip research organisations as our clients. We provide:

- Independent research using evidence from within and without the organisation
- Timely analysis of the current situation and what can be done next
- Analysis of future commercial prospects that can quantify both asset value and risk
- Indicators as where scarce financial and intellectual resources could be targeted.

Technology Assessment Services

We provide a complete range of research and services for all stages of the new technology commercialisation process. These include:

- Identifying Technology Applications
- Quantifying Technology Markets
- Market Assessment of Technology Applications
- Licensing Assessment of Technology Applications
- Start- up Business Assessment
- Technology Pipeline Analysis.

Benefits

Affordable, timely and evidenced results for commercial decision making, resource allocation and risk management by applying:

- Analytical processes appropriate to each stage of the commercialisation process
- Detailed knowledge of technology lifecycles/ adoption / substitution performance
- Highly targeted intelligence about a wide range of global markets and their trends
- Deep knowledge of industrial competitive performance and industrial benchmarking
- Proven techniques for quantifying and qualifying technology, market and financial risk
- Proven process for analysing the corporate performance of competitors or licensees



Identifying Technology Applications

A short, research-based, report that identifies potential product applications for early stage technologies within universities or research intensive organisations/ departments.

For academics, researchers, IP or Commercial Managers responsible for identifying the uses of, and commercial applications for, a new technology across a wide range of potential markets.

We provide an independent, cost effective and evidence- based assessment of a new technology or innovation that identifies a range of applications (as a distinctive product/ service or as part of a larger product/ service) across different market sectors. We do this by comparing features with existing technologies in proven product markets and looking for benefits like lower cost, higher quality, improved performance etc.

The research takes into account the history of new technology adoption in existing markets (technology life cycles) to predict how the market might response to new technical innovation, over what time scale and with what likelihood of success. By the end of the research you will develop an early and comprehensive picture of the scope and scale of product market opportunities available for your new technology.



Quantifying Technology Markets

A short, tabular, report that identifies the market opportunity for potential applications of early stage technologies within universities or research intensive organisations.

For academics, researchers, IP or Commercial Managers responsible for quantifying and qualifying the market potential of identified product/ service applications for a new technology.

We provide an independent, cost effective and evidence- based assessment of each potential market for a new technology that looks at the current size, availability and 3- 5 year growth rates. We qualify and quantify the current market for solutions that could improve upon or displace existing products/ processes or services. We do this by comparing features with existing technologies in proven product markets and calculating the possible substitution effect within known markets.

By the end of the research, which is based on exclusive sources of globally sourced market data that we have tracked over a period of years, you will develop a timely and focused assessment of the commercial opportunities available for your new technology.



Market Assessment of Technologies

A detailed and comprehensive report on the market potential for a technology application that has already progressed to prototype or pilot stage (or beyond).

For academics, researchers or IP/ Commercial Managers within Universities or research intensive organisations responsible for assessing the commercial prospects for licensing or spinning out a selected technology application.

The research quantifies business- to- business and end user markets and “spots” the market segments that are most attractive in terms of size, growth and accessibility. For each market segment we identify and list key customers, the channels to those customers and guidance as to what pricing, positioning and level of product differentiation they will expect. We provide a report that identifies critical success factors for the target markets, the size, availability and trend of each market opportunity, product price points, the expected return on sales, channels to market (direct and indirect) and competition from existing and emerging technologies.

By the end of the research you will have a very clear picture of market risks and rewards and an informed view of what to do about both.



Licensing Assessment of Technologies

A detailed and comprehensive report on the commercial potential for a technology application that will provide all of the information required for entering into a joint venture or licensing relationship.

For academics or IP/ Commercial Managers within Universities or research- intensive organisations responsible for planning and executing joint venture or licensing activities.

Deciding who to license with, upon what basis and with what “offer” requires a clear understanding of the market potential and product USP as well as intelligence on the competitive market place and the strategy and performance of its key players. We conduct an in depth analysis of the product, its USP, positioning, features and global market potential on a country- by- country basis. From this we are able, using industrial benchmark data, to determine average production and marketing costs, estimated pricing and profits from which licensing revenues can be calculated.

We provide a fully researched study, based upon industry information, best practice examples, corporate intelligence and case studies that identifies the potential value of a licensing deal to (and with) a short list of industry leaders in the UK, Europe and/ or US.



Start Up Business Assessment

A detailed and comprehensive report on the commercial potential for a technology application that will provide all of the information required for developing a spin out venture and its business plan.

For academics or IP/ Commercial Managers within Universities or research- intensive organisations responsible for planning and executing spin out activities.

We provide a fully researched feasibility study, based upon industry information, best practice and case studies that satisfies all of the key business planning decisions, from how to define USP through to out sourcing decisions and selecting marketing channels.

We conduct an in depth analysis of the proposed new product, its features, its customer benefits, its market differentiation in relation to key competitors and target pricing (both to retail and consumer markets). From this information we outline a Sales Forecast, Marketing Strategy and Operations Plan for the new company. Finally, we provide an outline financial plan for the new company that includes estimates for start up funding needs and forecast break even analysis, profit and loss, cash flow and balance sheets. These are provided in a format that can be modelled and amended to suit the new company business plan.



Technology Pipeline Analysis

An analytical report that assesses and compares the market opportunity and risk (at the “proof of concept” stage or beyond) for any number of technology applications from any department or source.

For IP/ Commercial Managers within Universities or research- intensive organisations responsible for quantifying, qualifying, comparing and selecting technologies and their applications with a view to future funding, resourcing, licensing and commercialisation.

Conducting a technology audit and/ or deciding which technologies or applications will provide the greatest future return is a complex, time consuming and often subjective process. Decisions are often time- critical but have to be made using incomplete data and across multiple technologies, making it difficult to objectively compare and prioritise internal opportunities

Our process and supporting software is based on how expert review technologies and reduces the time required to assess a technology or product for future investment and development. It assesses each opportunity for technology, financial and market risk, provides detailed feedback and enables direct comparison, ranking and prioritization of opportunities.

Contact Us

If you require further information about any of our Technology Assessment services then contact us by email at sales@kmatrix.co or telephone 01572 813735.