

# Case Study

Technology

## Market penetration and commercialization strategy for an innovative 3D printer

### Business challenge

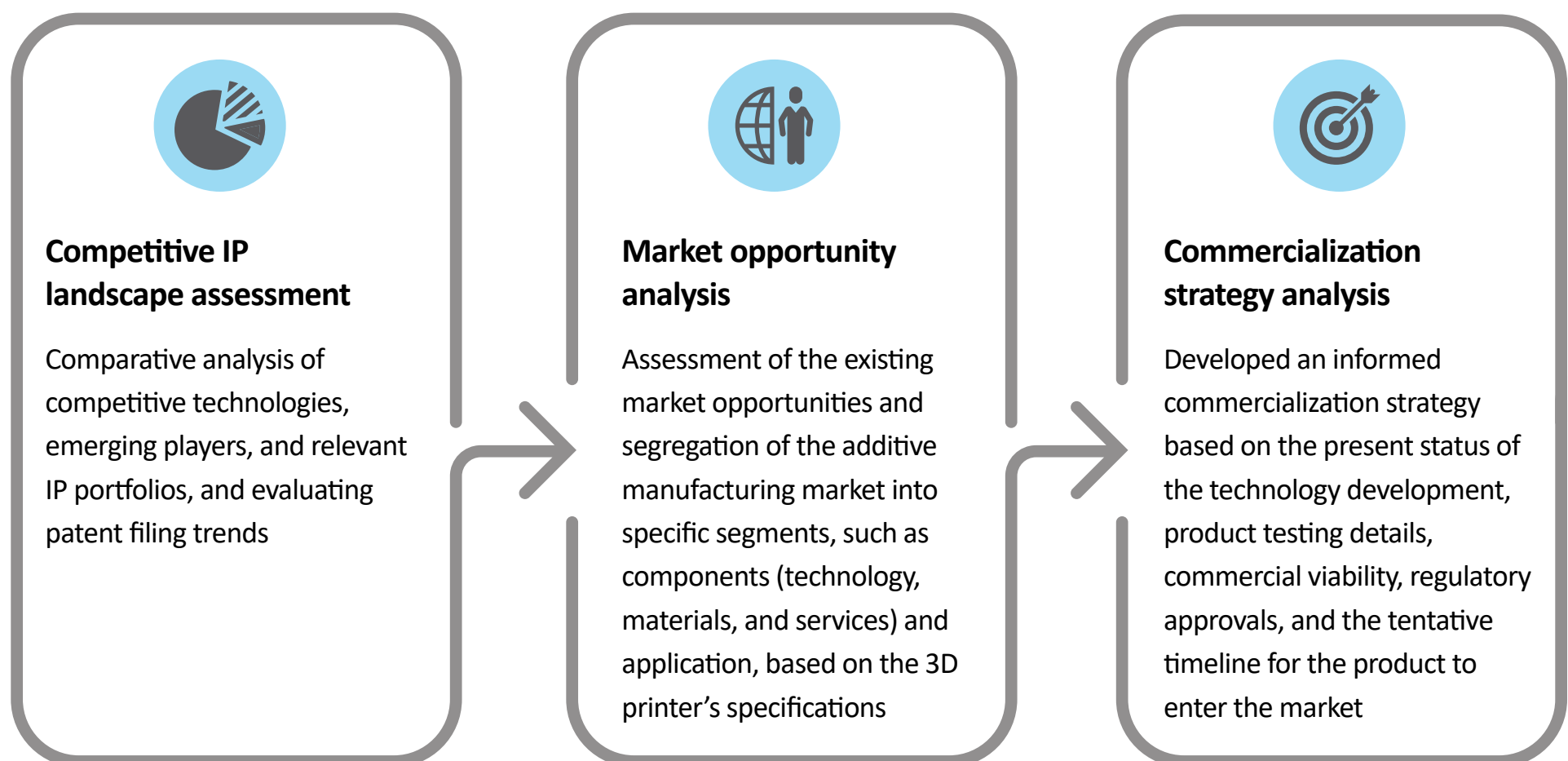
A leading research institute wanted to commercialize an innovative 3D printer, which uses resin material for printing fine and porous structures. To ensure commercial success, a thorough understanding of the market and competitive environment was critical.

### Solution

Being an established technology and innovation research leader, the client partnered with Netscribes for in-depth research and analysis to guide its commercialization strategy.

The project entailed a competitive technology and IP analysis, coupled with a market sizing and forecasting analysis of the 3D printing technology over the next 5 to 10 years. Based on the integrated technical and market information, the Netscribes team was to chart out viable routes for commercialization

### Approach



### Results delivered

- Netscribes provided recommendations for potential partnerships in various application areas and industry segments
- Validated the impact of the technology's entry into the market based on the market drivers and the maturity of the technology.
- Estimated the revenue that the client could generate by adopting either of the following commercialization strategies:
  - Out-licensing model, wherein the client out-licenses their technology to other 3D printer manufacturers and AM service providers
  - Spin-out model, wherein the client manufactures products themselves
- The revenue projection was provided based on an existing 3D printer start-up with product sales and revenue-generation details

### Benefit

Through Netscribes research and analysis, the client was able to recognize the opportunity for seizing the market and decisively plan the development and commercialization of their product.

Inform strategy and maximize impact with customized market and competitive intelligence services

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