

# Automotive Technology Commercialization

## AN OAK MOSS CONSULTING SUCCESS STORY

### A Framework for Delivery and Market Performance

One of the world's largest producers and operators of Alumina and Aluminum solutions was seeking to understand the market potential and optimal pathways to market for a proprietary automotive technology. The Oak Moss Consulting team's objective was to identify and assess the viability of commercialization options for broadly deploying the project sponsor's technology and recommend a go-to-market strategy.

#### THE CHALLENGE

Although the technology's design and manufacturing process had an external use, the project sponsor wanted to understand if this solution could be deployed more broadly and whether or not a certain business model was ideal for this approach. The project sponsor's R&D resources were tasked by the automotive business unit to vet applicable business models and outline potential liabilities associated with each model.

#### THE APPROACH

The Oak Moss Consulting team conducted primary market research with business unit-approved automotive integrators, evaluated go-to-market strategy options, and estimated the potential value for each commercialization pathway. The team also sought initial feedback from key market players to determine the potential value of the technology via financial modeling analyses.

#### THE RESULTS

Based on our team's high-level business case analysis and presentation to senior leadership, the automotive business unit selected the recommended phased market approach. The Oak Moss Consulting team's recommendation enabled the project sponsor to leverage their technology expertise and capitalize on other integrators' ability to provide an alternative pathway to automotive OEMs.



*The business case evaluation and recommendation provided a hybrid go-to-market strategy that established two viable revenue streams for the project sponsor's proprietary solution through technology sales and licensing royalties.*

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