

CASE STUDY

Finding new markets for a \$2B aerospace and defense company's technology



The Client is a \$2 billion aerospace & defense company.



The Challenge:

The Client had developed an advanced training and simulation technology used across the aerospace and defense field. The Client asked PreScouter to analyze new commercial markets and potential acquisition targets in order to provide the Client a basis for expanding its business base for training and simulation into adjacent markets.



Methodology:

To tackle the Client's challenge, PreScouter put together a multidisciplinary research team composed of advanced degree researchers and experts from PreScouter's global research network. The research team worked to identify and qualify markets where the client's military and training experience could be applied as a business and included identifying:

- The top 2-3 training providers within each market
- Any niche markets that would require advanced simulations within the next 5-10 years



Results:

PreScouter utilized a top-down and bottom-up analysis of the market through identifying relevant players and their offerings, and by analyzing the market and technology dynamics. Based on this analysis, PreScouter honed in on **the top 10 markets** that could benefit from the Client's advanced training technology.

Within those 10 markets, PreScouter identified market forecast information, market cap by specialty/industry, and current use cases to gain insights on what kind of value the Client's technology might bring to the field.

Impact of PreScouter work:

PreScouter provided the Client with a thorough understanding of which commercial markets may benefit from the Client's technology in the next 5-10 years and created a pipeline of specific opportunities for the client to explore more extensively.

Further, PreScouter created a penetration and sizing model of the target market, which allowed the Client to assess and analyze the market under various use cases and constraints. This model allowed PreScouter to forecast adoption of the Client's new technology offering in relevant markets over the next 5-10 years.



Explore how PreScouter can help solve your innovation challenges. Contact us [here](#) or email solutions@prescouter.com directly.

About PreScouter

PRESCOUTER PROVIDES CUSTOMIZED RESEARCH AND ANALYSIS

PreScouter helps clients gain competitive advantage by providing customized global research. We act as an extension to your in-house research and business data teams in order to provide you with a holistic view of trends, technologies, and markets.

Our model leverages a network of 3,000+ advanced degree researchers at tier 1 institutions across the globe to tap into information from small businesses, national labs, markets, universities, patents, start-ups, and entrepreneurs.

CLIENTS RELY ON US FOR:



Innovation Discovery: PreScouter provides clients with a constant flow of high-value opportunities and ideas by keeping you up to date on new and emerging technologies and businesses.



Privileged Information: PreScouter interviews innovators to uncover emerging trends and non-public information.



Customized Insights: PreScouter finds and makes sense of technology and market information in order to help you make informed decisions.



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WORLDWIDE

4000+
RESEARCH
REPORTS CREATED

150,000+
HOURS OF RESEARCH
COMPLETED FOR CLIENTS

