

ASSESSING MARKET OPPORTUNITIES IN THE GROWING OPTICS, SENSOR, AND RFID SECTORS



An Equipment Supplier for the Semiconductor Industry

The Client engaged PreScouter to assess market opportunities in the four new and growing technology areas of automation in package logistics, 3D vision, surface inspection, and camera module alignment and testing (CMAT) in order to facilitate entry into these emerging markets.

CHALLENGE

The Client requested specific detailed information about each market such as:

- **Automation:** End customer requirements, key driving factors for the market to grow, and capabilities required to implement software integration
- **3D vision:** How sensor technologies differentiate among players and in this niche market
- **Surface inspection:** Tech roadmap for glass makers and customer profiles
- **CMAT:** Tech roadmap for cellphone cameras and the impact of the cellphone market on the overall CMAT market

APPROACH

PreScouter examined the landscape of startups and major players in the four markets, categorized by applications, and determined the key information of interest to the Client. The team then shortlisted the most promising targets and undertook a deep-dive investigation into each company, leveraging market information, patent analysis, and interviews with stakeholders. Finally, PreScouter conducted a financial analysis and further interviews to solidify their recommendations quantitatively.

OUTCOME

PreScouter shortlisted 15 companies with more than 200 products from the market, conducted 45 due diligence investigations, and interviewed one Subject Matter Expert, ultimately delivering a report of over 400 pages summarizing their insights and providing all reference information.



Impact of PreScouter's Work: The Client was able to quickly grasp the market opportunities, technology trends, and major competition landscape of the four tech areas as well as learning of some potential acquisition targets and technology partners.