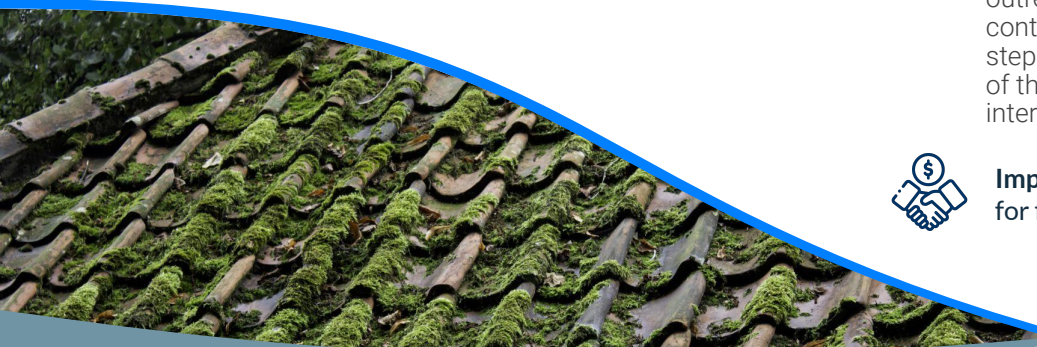


IDENTIFYING SUBJECT MATTER EXPERTS IN MOSS AND ALGAE GROWTH PREVENTION



A Major Player in the Building Materials Space

The client sought expertise to identify and evaluate methods for preventing biological growth on asphalt shingles.



Challenge:

In this Research Support Service project, the client wanted to understand if prevention of biological growth (i.e., algae, moss) on shingles was possible. They also wanted to develop and establish a test method that could be used to predict long-term moss resistance in different environmental conditions. Their goal was to identify and partner with experts to enable further steps for addressing this challenge.



Approach:

PreScouter undertook both secondary and primary research during the course of the engagement and provided the client with a list of potential Subject Matter Experts within universities, research centers, laboratories, and companies. The team then conducted interviews with promising targets for further assessment and engagement with the client.



Outcome:

PreScouter completed 1 Intelligence Brief combined with comprehensive outreach, compiling a list of 47 potential partners. Fourteen of these were contacted and further narrowed down to 5 interviewees. The concluding step of the engagement resulted in the facilitation of meetings between 2 of the Subject Matter Experts and the client and a final recap report for internal use.



Impact of PreScouter's Work: The client engaged with the identified experts for future partnership and collaboration.