

# MAPPING OUT NEXT-GENERATION SOLAR PANEL MATERIALS AND POTENTIAL KEY PLAYERS



## A Major North American Materials Manufacturer

The client engaged PreScouter to research next-generation photovoltaic materials close to commercialization that might disrupt the residential and commercial building market in the next 5-10 years



### Challenge:

The client wanted to learn about the novel classes of solar materials in this Research Support Service Project. They wanted to use this information to make strategic decisions such as potentially partnering with companies to develop or integrate these classes of materials into their product offerings.



### Approach:

PreScouter approached this project in two parallel research. First, PreScouter leveraged its broad subject matter experts (SMEs) network in the field and interviewed six SMEs. The conversations revealed key players and their technologies towards commercialization.

Second, PreScouter engaged its analyst team to identify and profile key players in the space. The team mapped out the players in the landscape by analyzing data published by the companies themselves. External data such as scientific journals and case studies further corroborate these findings. Intellectual property related to the technology, where available, was highlighted for all the companies.



### Outcome:

PreScouter identified **19 players** developing novel PV materials across four different material classes and mapped out a timeline for the adoption of these materials in the residential and commercial building segments.

