

Technology Consulting & Marketing

Business consulting for your technology-based products
We help you to develop your invention into an innovation

We can help
your technology business
in the following areas:

Market analysis

Information and data on the size and characteristics of your target market to ensure that R&D investment is commercially viable.

Scenario development

Development of multiple scenarios based on alternative assumptions to assess the types and degrees of risk for the commercial development process.

Financial feasibility studies

Cash-flow projections to assess the financial feasibility of your technology.

Compliance

Identification and summary of the laws and regulations relevant to your technology, particularly in foreign markets.

Competition

Assessment of market competition with companies offering similar technologies.

Strategy

Business strategy and advice to guide technology development for commercial success.

Marketing

Identification of suitable market channels or potential partners in both domestic and foreign markets.



Image: Waterfront, Cape Town (RGBStock)