

# CASE STUDY – 10EQS CrowdSolved Growth Strategy

## Clean Energy Knowledge Sharing

### BACKGROUND

- The leadership of the client company recognized that it needed to revise their short and long term market strategies.
- The client asked 10EQS to help it to better understand the market in terms of potential for growth, which market offerings and which market segments they should focus on as they further developed their business strategy.

### 10EQS APPROACH

- Interviewed Experts on the clean energy knowledge sharing market and identified the type of information that was of most importance to them.
- Experts included executives at renewable energy companies, as well as KOLs from global think-tanks and research institutes.
- Conducted secondary research to size the opportunity.
- Worked closely with the client team to jointly develop concepts and ideas.

### KEY STATS

- **Project Type:** Growth Strategy; Market Analysis
- **Delivery:** 2.5 weeks
- **Team:** 1 Senior Collaboration Manager, 1 Collaboration Manager, 1 Business Analyst, 13 Experts



### RESULTS

- 10EQS produced a comprehensive and thought provoking PowerPoint report identifying the potential growth opportunities in the clean energy knowledge sharing market, specifically identifying;
  - New market offerings for the current customer base
  - New customer segments aligned to current and potential future market offerings
  - New geographic markets
- The client leadership team was able to leverage these insights to secure agreement by the board to endorse and fund the proposed new strategic direction through to 2020.