

PROJECTS

ENGINEERING-LED START UP

RESULTS

IDENTIFIED SEVERAL POTENTIAL ALLIANCE PARTNERS;
DELIVERED PROTOTYPES FOR TESTING IN RESEARCH LABS OF PROSPECTS

BACKGROUND:

This new client, a closely held hardware component company based in Phoenix, Arizona develops and markets specialized hardware for the U.S. Navy Air Force. The Navy's Small Business Innovation Research department had funded the company's development of a ruggedized mechanical splice for the specialized fiber optic cables found in Navy airplanes.

PROBLEM:

This engineering-led company had no expertise in business development. Facing a serious competitive threat with another company funded by the Navy for an identical product, the client wanted direct sales of the product into non-military markets. Without product sales, the company would not be able to compete and would need to exit the market.

SOLUTION:

The client hired The RevLaunch Company to solve their serious marketing challenge. The RLC principal recognized the product needed to be repositioned from a "ruggedized" mechanical splice to a mechanical splice that "restores" the cable to its original strength.

In addition, the RLC principal quickly recognized the market for such a "restorative" mechanical splice exists primarily in the military markets, and would develop in non-military harsh environment markets much later. The focus needed to remain on the military.

However, due to the idiosyncrasies and difficulties of selling into the various branches of the military combined with a very small staff of three people, RLC saw no way for the client to enter the military market alone. RLC recommended client pursue alliances with companies that sold components into the military markets. An alliance with a major military hardware provider would accelerate adoption of the product and deliver quick revenue to client.

RESULTS:

Within three months, RLC had:

1. Thoroughly understood the client's technology
2. Thoroughly understood the value proposition for military markets including military airplanes, submarines, ships, land

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3. Thoroughly understood the value proposition for harsh environment markets such as oil drilling, mining, and underwater environments
4. With input from client staff, developed a new presentation
5. Presented to over 20 companies in various industries including: oil and gas, drilling, mining, telecommunications, as well as military submarine and air
6. Identified key vendors to the military
7. Began negotiations with two firms that would be excellent alliance partners. (Contract negotiations for an alliance partner are complex and have not been finalized)
8. In parallel, placed several prototypes in company labs for testing as a first step for purchase.

The client requested RLC expand its efforts to obtain research contracts with the Navy in addition to all product sales contracts.