

## Commercialisation workshop



An oil sands processing technology provider required support in effectively penetrating the Canadian oil sands market and developing a go-to-market commercialisation plan.

We conducted direct market engagement with potential oil company clients in Calgary and facilitated workshops with end users to fully understand the technical challenges and develop field trial opportunities.

This enabled the client to forge relationships in a new market, refining the technology offering to deliver maximum impact to end users. The technology was successfully trialled in the Canadian market with a clear path to commercialisation.

### Technologies

- Go-to-market planning
- Workshops
- Commercial planning
- Technology value analysis

### Domain expertise

- Oil and gas
- Supply chain
- Manufacturing
- Business strategy

