



Spark ◦ Engage ◦ Navigate ◦ Weld

Journey:

BESPOKE PARTNERSHIPS

Client

A leading clean tech company based in Silicon Valley with a patented and breakthrough technology in the glass industry for the building and construction segment, that is backed by strategic capital investments of industry behemoths and top tier VC firms in The Bay Area.

Opportunity

Company's key challenge was to develop a solid and harmonious strategic partnership in building materials sector, to diversify beyond US and enter the booming project, real estate & construction industry in Middle East & Africa.





Solution

Over 6 months, Incubeemea lead thorough analysis, then tailored and defined a Bespoke Partnership framework for the UAE market, with clear timelines, KPIs and a roster of pre-screened potential partners.



ENGAGE

Methodology

Incubeemea fine tuned company's addressable market for the region. Re-strategized the sales pitch & was able to translate the client's technological USP from a 'Nice to Have' to a 'Must Have' building material solution with direct impact on the energy balance of the region & within the greater construction value chain and industry.

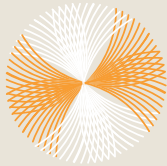




NAVIGATE

Recommendation

- Found pressure points in region's energy needs
 - Allocate Int. + Ext. capabilities and capacities
 - Thorough analysis
- Customised the solution
 - Go beyond the product menu
 - Fine tune the regional pitch
- Customised the solution
 - Expanded product's USP menu
 - Fine tuned the regional pitch
- Identified Intelligent Capital
 - Potential partners and down stream enablers



WELD

Outcome

< Client has developed a strong brand and product/technology recognition in the UAE. Managed to hold strategic discussions with the key players in the industry. Paving the way for the development of a JV in 2014 and a domestic production and manufacturing line in 2015.