

## Client overview

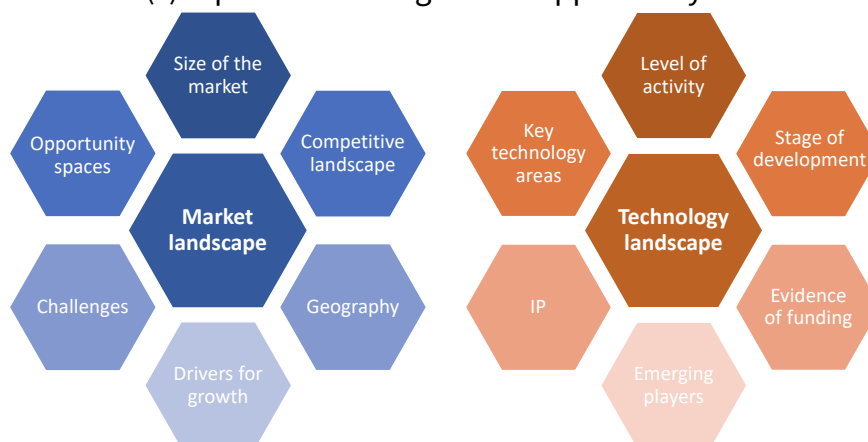
A manufacturer of high performance lubricants, identified a series of industry trends which could potentially impact their future business. Specifically, the areas of interest were the electrification of vehicles, bio-sustainability and nanotechnology.

There was a desire to explore the opportunity landscape around the three areas listed above in order to provide an assessment of which area(s) warranted further evaluation in a second phase of work. Ultimately the intelligence gathered during this landscaping project would be used to help the client more effectively direct effort towards identifying opportunities for differentiated growth through partnerships, JV's, acquisitions and other associations in areas of greatest commercial opportunity.



## The search

SAL gathered insights from multiple public and private sources including patents, trade press, publications and subject matter experts to gather insights across the topics detailed below. Findings were used to derive recommendations on which area(s) represented the greatest opportunity and warranted further evaluation.



*“The landscapes are genuinely helpful, they confirm my gut instinct on where to concentrate efforts and help us fully understand the opportunities”*

## Outcome

In line with SAL's recommendations, the client selected one area to progress to a **partner scouting search** as it was deemed to represent the best commercial opportunity in the short term.

One other area was progressed as a **'watching brief'**, 2-3 experts would be interviewed every 6-8 weeks and SAL would advise the client of any relevant advances that could open up new opportunities for them.