

Case Study

Commercialisation Strategy for a Hydrogen Generation Technology for University of Glasgow

Overview of Project

Working in partnership with the **University of Glasgow** and Scottish Enterprise, Systemeng led a commercialization strategy for a hydrogen generation technology focusing on low carbon fuel and energy storage applications. As part of the university's High-Growth Spinout Programme, Dr Troncoso has undertaken all the elements necessary to develop a venture proposition which can be financed through private capital investment.



The Challenge

- ❖ The requirement for a commercial champion that would align technology with a commercial strategy
- ❖ The need to create a 'go to market' strategy for a novel technology
- ❖ Delivering a step by step work programme that linked technology to marketplace
- ❖ Creating a step by step programme that analysed and understood the market and delivered a commercial strategy outcome
- ❖ Securing investor buy in as part of overall project delivery

client to provide image

The Solution

- ❖ The initiation of a market analysis and techno economic assessment to inform the commercial value proposition
- ❖ A scope of work ensuring alignment of commercial and technology roadmaps
- ❖ Development of an investor-ready business plan and commercial strategy that identified and defined the route to market
- ❖ The creation of a spin-out and fundraising strategy.

Impacts

- ❖ The identification of potential sources of funding for the technology
- ❖ A programme of engagement with commercial partners and investors that will encourage further investment
- ❖ The development of commercial partnerships that will take the product to commercialisation stage

About Us

Systemeng Consulting is a strategic and technical consultancy, run by Dr Enrique Troncoso, offering support and advice to public and private entities around technology and product development.

Utilising 15 years of experience in the development of low carbon technologies across the energy, transport and aerospace sectors, Dr Troncoso specifically offers technology assessments, techno-economic work streams and feasibility analysis across the energy storage, renewables, low carbon technologies and alternative fuel sectors.



Why Systemeng

- ◆ **The reassurance of dealing with a professional and experienced consultancy** that can meet client needs whilst being sensitive and responsive to them
- ◆ **A track record of forward thinking and innovation management** backed up by expert evaluation and thought leadership
- ◆ **A premium and influential provider**, offering a personable approach with a track record of long standing industry and client relationships
- ◆ **A solid understanding of the sectors we operate in** and the technologies within them.
- ◆ **Perfectly situated to capitalise on its ability to advise innovative companies** on their business envelopment and subsequent growth across these sectors
- ◆ **The certainty of leading edge, high quality, in house delivery** - on time, on budget and on brief.

For more information contact us:

 +44 (0) 131 261 7645  +44 (0) 131 553 9366

 etroncoso@systemengconsulting.co.uk