

Beta-Rubicon Contract Profile:
Technology Incubator Hosted Start-up Company Support - Commercial Potential Assessment

This Beta-Rubicon commercialization/market assessment concerned a startup R&D company that was developing a line of novel radiation-hardened, high-speed, fiber optic receivers and transmitters. The company intended to introduce these products into the global aerospace market between 2001 and 2005. The company had received research funding from several federal agencies and had developed several products ready for market. Our approach focused on identification of short-term market opportunities as well as longer-term market forecasting for the in the fiber optic devices for aircraft and spacecraft, both commercial and military. The overall market opportunity was analyzed and more intense research was conducted in several high-potential market segments, including high-bandwidth military avionics, radiation-hardened satellite data systems, unmanned aerial vehicles (UAVs), and digital entertainment systems in commercial jetliners.

As part of this study, Beta-Rubicon's assessment team conducted interviews with company employees in two states, conducted interviews with several executive-level sources inside the aerospace industry, performed market research and research on potential competitors as well as competing technologies, identified areas of commercialization focus (those with highest market potential balanced by ease of market penetration), and recommended strategic alliances with two companies. In addition to regular status reports that allowed the client to closely monitor progress and guide the assessment process, we also issued an interim report and a comprehensive final report. As is our standard practice, we also conducted follow-up meetings with the client to discuss and clarify the results of the study. In our follow-up with the client we also identified a high-level tech/market consultant who had worked on our project team, and we made arrangements for our consultant to perform additional executive level consulting work for the company on a sub-contract basis.