

# TECH-DRIVEN MARKETING INTELLIGENCE: REVOLUTIONIZING MANUFACTURING OUTREACH

**TECHNOLOGY DRIVEN MARKET INTELLIGENCE (TDMI)** provides a systematic and comprehensive approach to identifying the benefits and the market impacts related to your company's technology-based asset (idea, product, process, capability) and provides the customized, actionable intelligence you need.

**TDMI directly considers the technical and market viability of your asset and characterizes the associated opportunities and barriers. Through a structured process, TDMI provides intelligence such as:**

- Identifying and characterizing the markets, trends, value chains, competition and companies of most interest and relevance to your business
- Describing your best options for moving forward with development, partnering and market entry
- Detailing prevailing technical performance and user requirements and assessing how well your asset meets or could meet those requirements
- Filling in other key knowledge gaps your company may have surrounding regulatory, intellectual property or competitiveness issues

*This combined market and technical opportunity assessment provides the intelligence you need to make accurate and confident decisions for new technology-driven products and markets.*

## POTENTIAL BENEFITS

- **Strategic Positioning:** Enhanced ability to position technology assets optimally in the market, leading to increased market share.
- **Competitive Advantage:** With a clearer understanding of competitors and market trends, businesses can differentiate their technology assets more effectively.
- **Informed Decision-Making:** Reduces the risks associated with launching new products or entering new markets by providing comprehensive insights.



## WHY PARTNER WITH TMEP:

### Holistic Market Insight:

TMEP's TDMI approach offers a 360-degree view of both the technical and market landscape, ensuring that your technology assets are both innovative and market-relevant.

### Expert-driven Intelligence:

Benefit from our rigorous research combined with expert interviews, diving deep into market trends, competition, and opportunities tailored to your business needs.

### Strategic Navigation:

TMEP empowers your decisions with actionable intelligence, guiding your development strategies, market entry, and addressing potential hurdles.

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