



## Focus21

### **The Challenge:**

- Conduct research to understand the key market factors influencing the potential growth of Focus21's Watr application in North America.

### **Project Objectives:**

- Provide short-term alignment that could lead to long-term market establishment in North America.
- Validate recommendations for the application short-term and long-term milestone development.

### **Our Approach and Work:**

- Completed one-on-one primary research interviews with municipal end users, direct and indirect competitor technology and service providers, and industry trade associations.
- Conducted a secondary research review to understand high-level insights for North American municipal end users, market channels for adoption, and industry partnerships to be developed/explored.

### **Outcome and Business Impact:**

- Assessment of Watr's market potential by identification of universal needs and challenges.
- Preliminary evaluation of viable channel markets, end-users, and segments to pursue.
- Development of a strategic roadmap of market entry and partnership opportunities.

### **Benefits of the Project:**

- Several market drivers and restraints were identified which would influence the direction of the North American market entry strategy and potential identification of key partnerships to pursue. The client received a market validation through identification of key trends and challenges and a database of key industry partnerships relevant to Focus21's Watr application.

### **Recommendations:**

- Enhancement of AMR/AMI system utilization.
- Dynamic rate payer engagement opportunities.
- Becoming a trust application developer for the water/wastewater technology industry.

