



Intuitive Water Systems

The Challenge:

- Conduct research to understand the key market factors influencing the potential growth of Intuitive Water Systems' growth in North America, with a distinct regional focus on Michigan, Florida, and Ontario and strategic insights for the Mandala system.

Project Objectives:

- Provide short-term alignment that could lead to long-term market establishment in North America.
- Validate strategic recommendations for Intuitive Water's short-term and long-term strategic roadmap and milestone development.

Our Approach and Work:

- Completed one-on-one primary research interviews with industry trade associations and innovative technology hubs in the U.S. and Canada.
- Conducted secondary research review to understand high level insights for a variety of North American industrial end user vertical market channels for adoption along with industry partnerships to be developed/explored.

Outcome and Business Impact:

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

Benefits of the Project:

- Market drivers and restraints were developed to influence the direction of the North American market entry strategy and identification of key partnerships to pursue. A database of relevant industry participants was developed establishing credibility with potential site partners in identified sectors.

Recommendations:

- Focus on customized compliance reporting.
- Emphasize segments that value information.
- Retrofit add-on monitoring capacity.
- Identify strategic segment leader partnerships.

