

## Market Assessment for Stationary and Semi-Stationary Fuel Cells

**client:** Fuel Cells Application Facility – Centre for Process Innovation. (One North East regional development agency initiative).

**client brief:** To formulate a business strategy for a regional fuel cell application facility.

**our solution:** Fuel cell technology and market assessment. Identification of market opportunities. Business strategy development. Technical modelling.

**description:** Element Energy were engaged by the CPI to develop the strategy and business approach for a new regional fuel cells facility aiming to exploit commercial opportunities for fuel cell applications.

The study began with an assessment of the likely trends in developments for the various families of fuel cell technology, based on historical trends and economic forecasting, and industry consultation. This was followed by an in depth analysis of the various markets for the complete range of stationary and semi-stationary fuel cells. An appropriate business strategy was subsequently drawn up with respect to the market and the value chain.

In addition, we developed a software tool to allow for a financial analysis of CHP systems in different configurations.