

## Market Assessment for a Small Power Hydrogen Fuel Cell Product

**client:** Joint venture by a large industrial gas player and SME fuel cell company.

**client brief:** Analyse potential markets for low power hydrogen fuel cells.

**our solution:** Market analysis leading to strategy formation and business planning.

**description:** Element Energy performed an assessment of the potential markets for a new hydrogen fuel cell product aimed at the low power market.

The potential applications for the product were identified, and on this basis the markets that the product could access were identified and sized. The strengths and weaknesses of the fuel cell product were then compared against the incumbent technologies, requiring a detailed assessment of battery technologies and applications to be made, to generate an understanding of the markets it would be best placed to exploit.

The potential rewards available from penetration of these markets were then analysed leading to market integration strategies.