

# AIC Market Research

The Australian Institute for Commercialisation (AIC) offers a specialised market research service providing customised market intelligence to support commercialisation activities.

The AIC offers a specialised market research service providing high quality, customised market intelligence to support commercialisation activities.

Clients use this information to assess business opportunities, identify market gaps and opportunities, and build credibility with potential investors and partners.

#### Our market research service has:

- A strong commercialisation focus
- A team of technically skilled analysts
- Access to a wide variety of high quality market intelligence databases

Our databases offer timely specialist intelligence on numerous markets across the world, representing major industry sectors such as biotechnology, clean technology, information and communication technology, electronics, nanotechnology, environment, energy and advanced manufacturing.

#### Importance of market research:

Market research provides valuable insights, assists with decision making and provides future directions for growth and sustainability.

Market intelligence is a vital step along the commercialisation journey. The outcomes of market research will assist in the development of a holistic marketing and commercialisation strategy.

The market research service is able to:

- Gather information for business planning and commercial feasibility assessments
- Identify niche opportunities within industry
- Discover potential partnership or distribution opportunities
- Provide market-based valuations for technology or IP
- Assist in convincing investors and grant bodies to invest in the company.

#### Fast Facts

- Access to a range of information providers and databases covering more than 30 global industries
- Distinguished by a strong commercialisation focus and a team of technical analysts
- Provides information to assess opportunities and build credibility with potential investors and partners



“ The AIC’s market research service helped us to make an informed decision about the direction of a new business venture. ”

Thomas Beck | Managing Director, EDAG Australia



Australian Institute  
for Commercialisation

The Australian Institute for Commercialisation (AIC) is a leading service organisation helping innovators achieve commercial success. Around Australia, the AIC helps business, research organisations and governments convert their ideas into successful outcomes.

# AIC Market Research

The AIC provides industry analysis and environmental scanning services. Industry analysis can provide information on industry current and future trends, major players, industry growth as well as opportunities.

Environmental scanning provides information regarding internal and external forces which may affect the client, company and/or the process of technology commercialisation.

Together, they provide a complete view of market and industry forces that influence the commercialisation process.

## How do we do it?

The AIC market research service primarily engages in secondary desktop research, which involves the collation and analysis of information from top-tier sources such as:

- Frost and Sullivan
- Business Insights
- Profound Market Intelligence

The team also utilises extensive internal and external networks to gather specific industry knowledge.

## Who should use our service?

The AIC's Market Research Service has provided in-depth market research to hundreds of clients to help identify new market and product opportunities as well as to improve their innovative capacity.

AIC's Market Research clients include:

- Government agencies
- Cooperative research centres (CRCs)
- Universities
- Research organisations
- Commercialisation offices
- Small, medium and large organisations
- Business consultants
- Inventors and entrepreneurs.

## Scope of reports:

The scope and nature of the reports written are broad and cover a wide range of industries and sectors.



Some recent examples include:

- Energy system report analysing the small scale wind generation market
- Engineering research on the potential of the advanced building management systems market
- High performance alloys available for global transport
- Emerging energy storage systems for wind and solar energy
- Opportunities emerging from the water industry in Australia

**Do you require market research to support your decision making?**

Contact us to find out how the AIC's Market Research team can help

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“The Market Research team at AIC is particularly good, in that they've got technical personnel on staff, who know what information is going to be useful to any new endeavour. They have also structured their Market Research application process so that it is streamlined, confidential and easy to use.”

James Sandlin | VCAMM