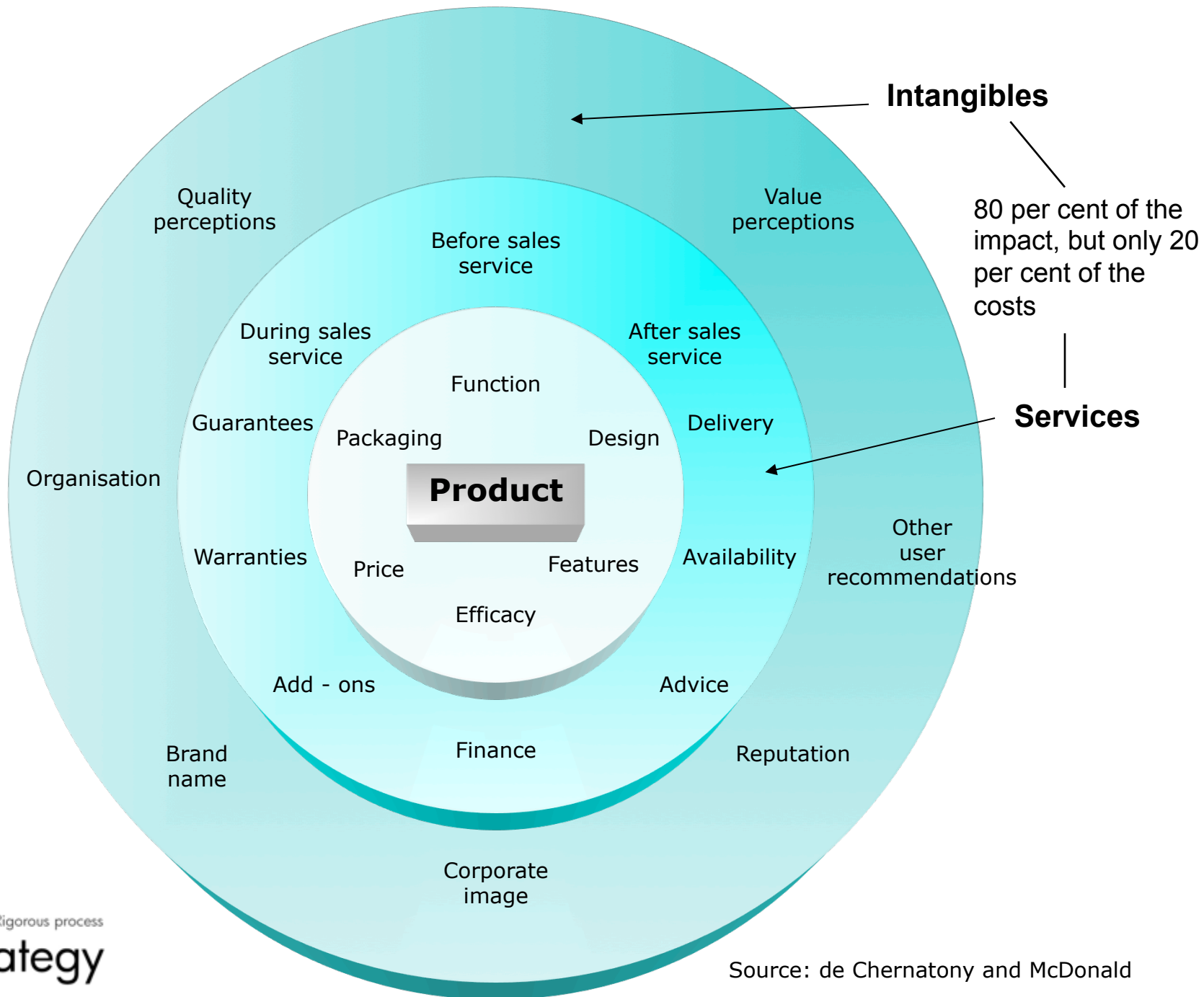


*15th Anniversary High Value Manufacturing  
& 4th New Materials & Graphene  
Conference 2017  
2-3 November 2017  
[www.cir-strategy.com/events](http://www.cir-strategy.com/events)*



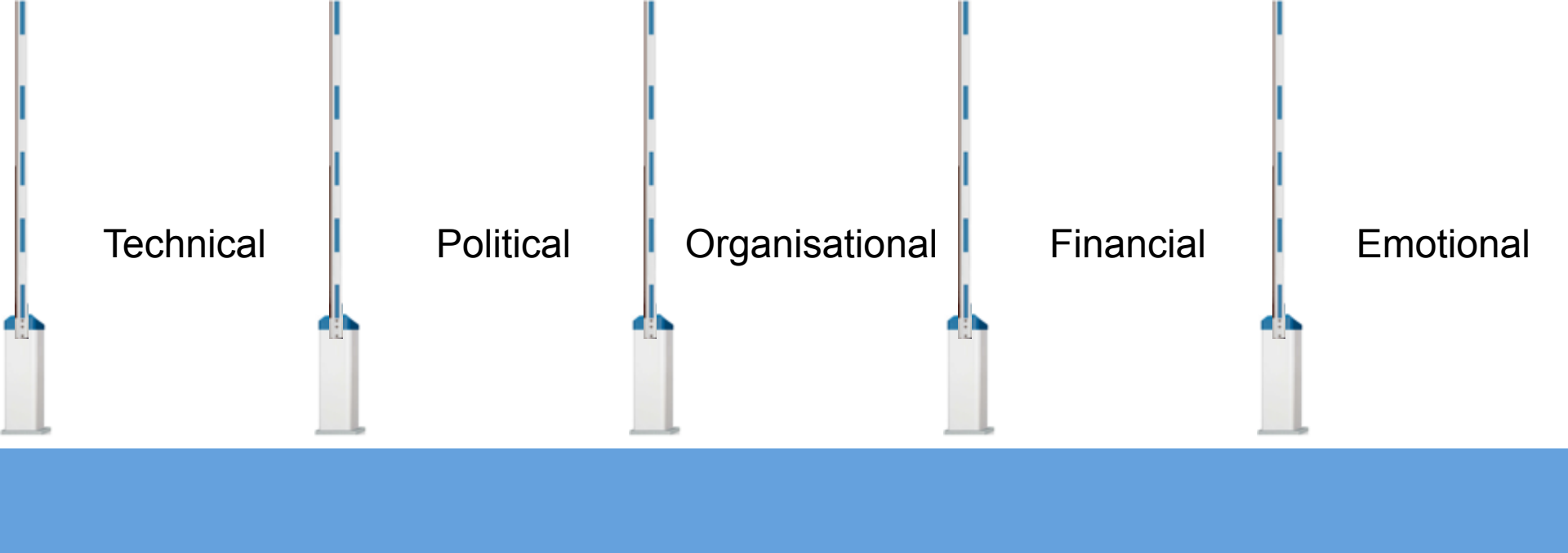
Barriers to adoption

Nick Coutts  
2 November 2017





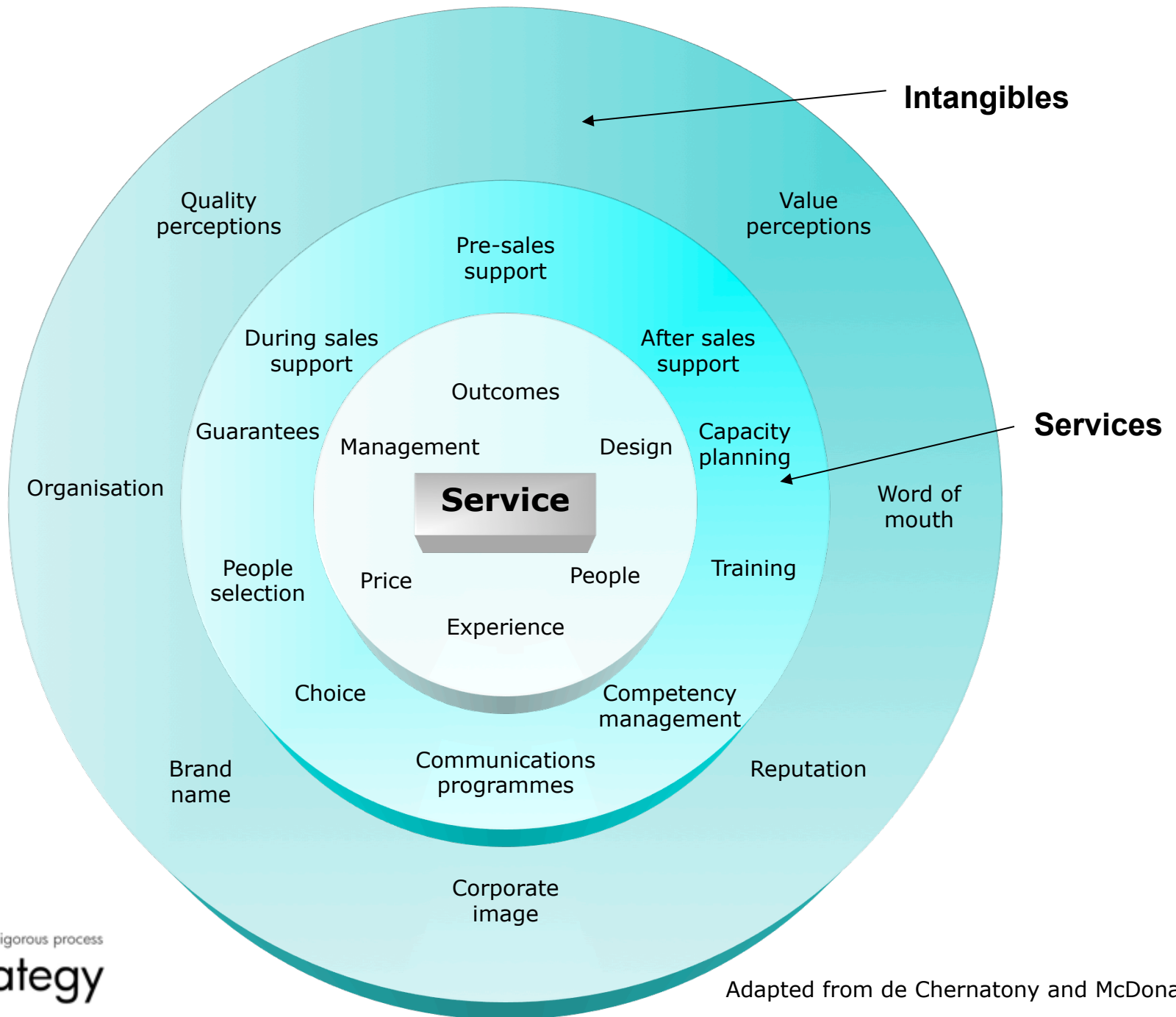
What are the barriers to purchase and use?



Certification  
Reference materials  
Waste and recycling  
Procurement processes  
Process scalability  
Standards  
Legislation  
Technical data

- Information, experience and services
- Partners
- Service billing
- Service





**Prioritisation**

View comments in cells as marked.

Date added	Application	Score 5 = very high 4 = high		3 = medium 2 = low		1 = very low		Confidence	Access to route to market	Confidence	Revenue potential
		Time to market	Confidence	Development time	Confidence	Development cost	Confidence				
25-Jun-17	New product	4	2	3	3	5	4	4	1	4	4

**Confidence table**

Very high confidence =

adjust definitions below as required

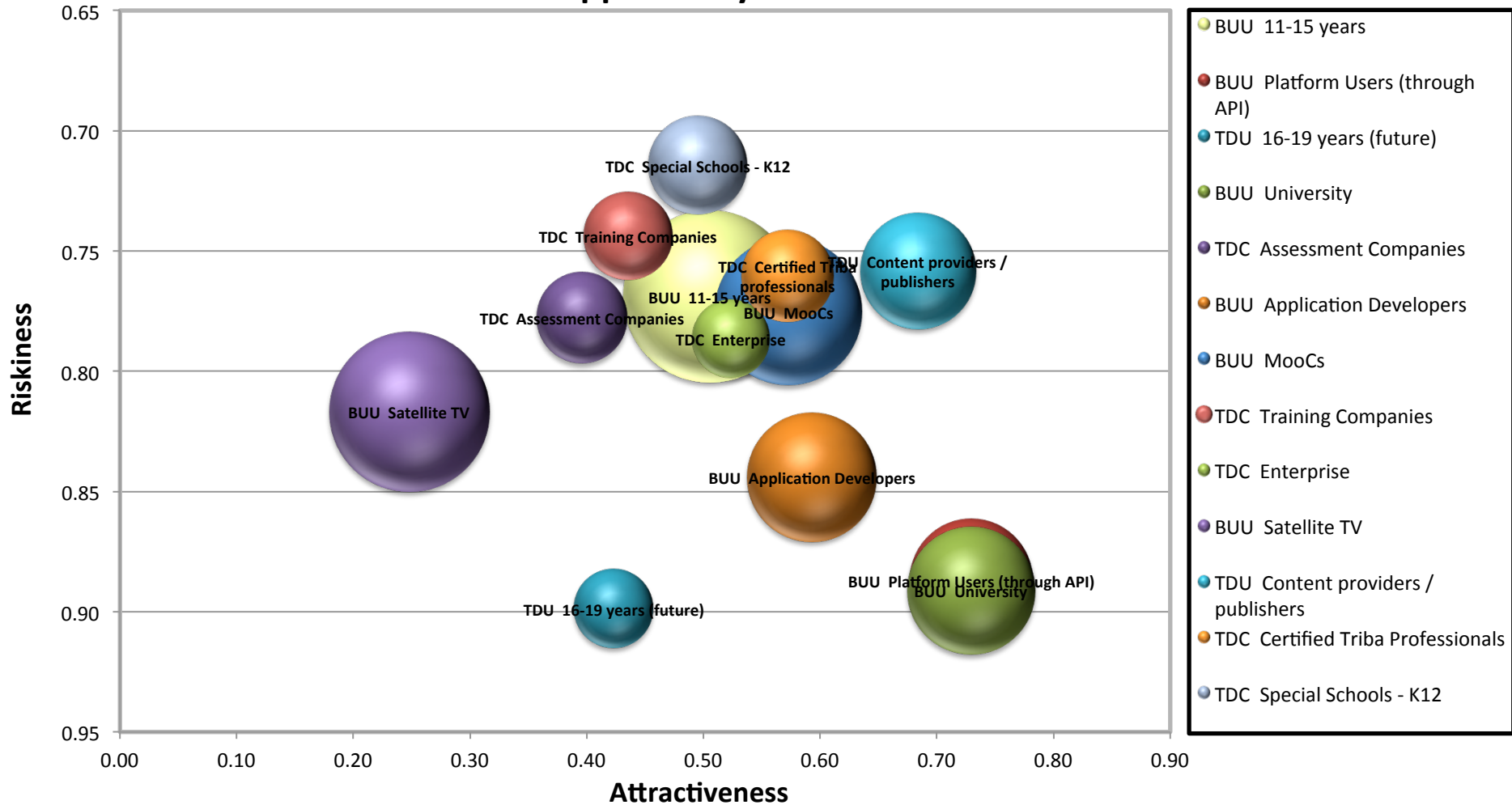
- 5 We have strong external independent evidence
- 4 We have good external independent evidence
- 3 We have some external evidence
- 2 We have some internal evidence
- 1 We have no internal or external evidence

- eg reliable market studies for specific applications
- eg reliable market studies that are not application specific
- eg we have found some external evidence
- eg our own sales data or data from our team

OPPORTUNITY	MARKET SIZE/ GROWTH POTENTIAL	COMPETITIVE INTENSITY	STRATEGIC VALUE	COST OF SALE	EASE OF TRANSACTION	CONTENT AVAILABILITY	RAW SCORE	CONFIDENCE IN MARKET KNOWLEDGE
BUU 11-15 years	V. Large	Low	V. High	V. Low	V. High	V. High	80.0	High
BUU Platform Users (through API)	V. Large	V. Low	V. High	Low	V. High	V. High	80.0	High
TDU 16-19 years (future)	Large	Low	V. High	V. Low	V. High	V. High	64.0	High
BUU University	Large	Low	V. High	V. Low	V. High	V. High	64.0	High
TDC Assessment Companies	V. Large	V. Low	V. High	Low	High	V. High	64.0	Low
BUU Application Developers	Medium	Low	V. High	V. Low	V. High	V. High	48.0	High
BUU MooCs	V. Large	Low	V. High	Low	High	V. High	51.2	Medium
TDC Training Companies	V. Large	Low	V. High	Medium	V. High	V. High	48.0	Low
TDC Enterprise	V. Large	Low	V. High	Low	High	High	41.0	Medium
BUU Satellite TV	V. Large	V. Low	Low	Medium	V. High	V. High	24.0	Medium
TDC LMS Providers	Large	Low	High	Low	Medium	V. High	24.6	Low



## Opportunity evaluation





Rigorous process

# CIR Strategy