



## Carbon Product Characterisation and Market Assessment

### Overview

A client with a new environmental process producing carbon powder wanted to develop an understanding of the carbon product and market opportunities associated with the product.

### Objectives

- Source relevant laboratories and implement an initial characterisation of the carbon product to an agreed budget.
- Develop a full carbon characterisation programme together with initial applications data development.
- Assess initial market opportunities.
- Develop full applications development programme.
- Review market opportunities.

### Recommendations

A laboratory with the necessary expertise was recommended, this formed a three way partnership with the client and MRT with the ability to react to discoveries and adjust technical programmes accordingly.

Carbon product characterisation was completed in stages, each stage building on the previous for product understanding and applications development.

Market potential recommendations were developed alongside the characterisation work, with opportunities to determine any necessary process adjustments in order to capture maximum value.

### Outcome

The client gained a comprehensive understanding of their carbon product and associated process conditions.

The client was able to determine potential market opportunities and the associated value of these opportunities.

The client was able to consider strategic decisions based on the market potentials and necessary process adjustments.