WHO IS READY TO BE WOWED TODAY?
PLEASE CHECK THAT YOU ARE IN THE RIGHT ROOM
LET’S TALK MARKET ADOPTION

WHO HAS STRUGGLED?

• Many of us in this room have worked for years to develop and launch new products

• We have worked in isolation, trying to overcome the barriers to adoption

• Today, we’re going to talk about full solutions and how to leverage synergies to gain market adoption
INNOVATION IS THE EASY PART

Queue Engineers Screaming!

• Solutions don’t sell themselves
  .....Queue Sales Clapping!!
• The hard part is gaining market adoption....convincing the market it “needs” your product above all others
• We are asking a very risk averse industry to change from what it knows to something completely unproven and new
CURRENT EXAMPLE OF ADOPTION

PAINTING OF PLASTIC PARTS

• Extensive/costly capital equipment
• Sensitive to substrate quality
• Post/Secondary Processing
• Relatively high levels of scrap
• Added logistics and handling costs
CONVENTIONAL SPRAY COATINGS

INNOVATIVE PUR RIM COATING

CLASS A PARTS DIRECT FROM MOLD

• Improved part quality & performance
• Design freedom
• Surface functionality
• Compelling ROI
CONVENTIONAL SPRAY COATINGS

“Paint Shop in a Box” - N. American OEM

GAINING MARKET ADOPTION

FIRST-ADMIT YOU HAVE A PROBLEM

• We all must accept the fact that we don’t have the full solution to the problem

• Many fail to grasp this understanding and continue down the path towards adoption alone
VALIDATING UNMET MARKET NEED

ENGAGE END USERS

• Define and validate the market need with the “End Users”
• Determine all the components of the full solution
• Formulate the Value Hypothesis – what is the complete value you are delivering with the full solution
• Define Barriers which must be overcome to market adoption
IDENTIFYING THE GROUP OF PARTNERS

WHO IS NEEDED FOR SUCCESS?

• What are the key pieces of the full solution?
• What company has the best technology / IP / market position?
• What is the right set of partners – THE MVP (Minimum Viable set of Partners)?
• What is the right constellation of partners?
PREPARING FOR MARKET EXECUTION

NEED A CAT HERDER

• Enlist experienced champion who represents the full solution, not just one part of the solution
• Develop and provide an “On-Ramp” - a location / means of demonstrating and validating the full solution
• Developing joint plans for targeted engagement, promotion, and support
• Define the operating parameters and commitment levels of the group
ON-RAMP FOR MARKET ADOPTION

RIM COATING TECH CENTER
DISRUPTIVE COATING
CLASS A THERMOPLASTICS
FOCUSED MARKET STRIKE

• Perform collaborative targeted engagements to present the full solution
• Execute focused demonstrations with key end users (full solution) at “On-Ramp” facility
• Define plans for validation with each end user . . . if they don’t approve it, no one can use it
TARGETED END USER ENGAGEMENTS
PROMOTION OF MARKET LEADERSHIP

TELL EVERYONE YOU ARE THE LEADER

• You are the first to market with full solution, you must ensure everyone knows and believes you are the leader

• This is where the synergies start to kick-in, leveraging the promotional budgets and power of the group to announce your successes and to create targeted promotions
REMAIN FOCUSED

SOLIDIFYING YOUR LEADERSHIP

• Execution after the launch is even more critical than before the launch

• You are the front runners in the market, a position you can solidify and grow faster through collaboration

• Realizing the full synergies of collaboration come after launch through focused business development efforts, promotions, and sales
THANK YOU

LEARN MORE ABOUT RCTC AT WWW.RIMTECHCENTER.COM

Join the conversation and interact with Industry Partners. Search “Lightweighting Barriers” group on LinkedIn

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