

Case Study

How We Helped Our Client Achieve Over \$5Mn in New Deals and Explore Opportunities Around Sustainable Mobility

Client's Objective

Our client sought a comprehensive understanding of market opportunities across various sustainable mobility segments, such as Electric Vehicles (EVs), Fuel Cell Electric Vehicles (FCEVs), Internal Combustion Engine (ICE) vehicles, and eFuel vehicles. They aimed to identify the optimal geographic markets and vehicle segments for strategic positioning, thereby accelerating product adoption and maximizing revenue potential.

Our Strategic Approach

To enable our client in making data-driven decisions, we followed a strategic & result-oriented approach, comprising:

Comprehensive Market Opportunity Assessment

We conducted a comprehensive evaluation of over ten sustainable mobility segments, assessing key parameters such as infrastructure readiness, clean energy production, OEMs' supply capabilities, and evolving regulations across six major global regions.

Geographic and Segment Prioritization

Based on our assessment, we identified three most promising geographies and four vehicle segments for entry, ensuring alignment with market dynamics, consumer behavior, and regulatory landscapes.

Market Entry Strategy Recommendations

We developed tailored market entry strategies for each segment, including partner identification. These strategies were designed to minimize market entry barriers and maximize early adoption opportunities.

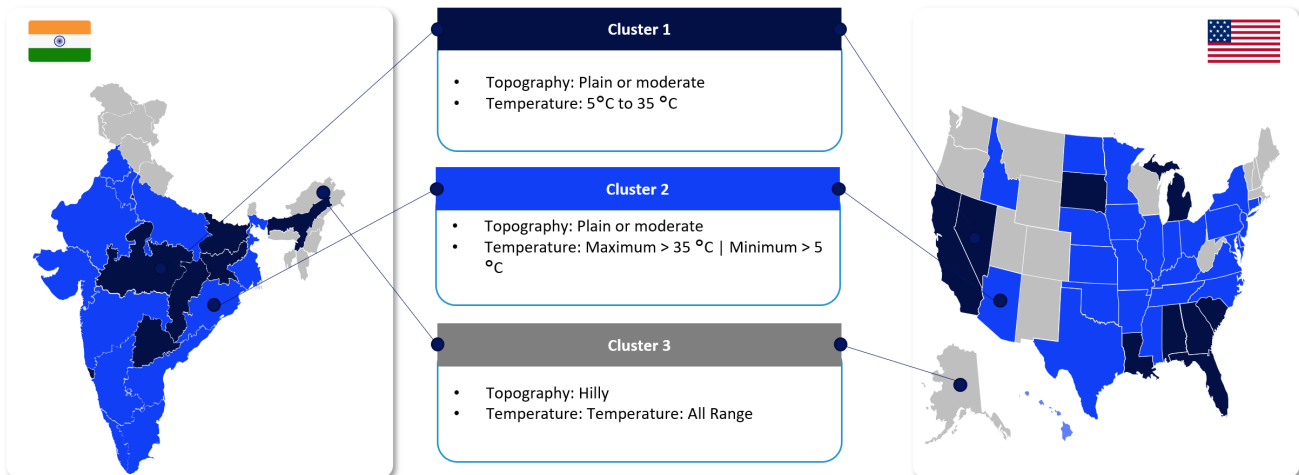
Snippet

Introduction – Cluster Formation

(2/2)

Based on the temperature profiles and the topographies of both countries, the cluster denotes the best-fit powertrain segment in that part of the country, but it must be complemented by other factors such as infrastructure, supply chain, clean energy capacity, etc.

The clusters are formed based on the topography and temperature conditions suitable for different mobility powertrain types. Cluster 1 constitutes the states where the temperature is moderate (5°C to 35 °C) and roads are plain or moderate. Cluster 2 constitutes the states where the extremely low temperature is greater than 5 °C, extremely high is greater than 35 °C, and roads are plain or moderate. Cluster 3 constitutes the states where the roads are hilly, and temperatures may fall in any range.



Source: IEBS Analysis

Impact

- Identified **3 high-potential geographies** and **4 key vehicle segments** for entry, optimizing market entry decisions.
- Developed actionable market entry strategies, ensuring effective & rapid penetration.
- Secured **4 new partnership opportunities** across four different geographies.
- Reduced commercialization time by **40%**, expediting product launch.
- Contributed to **\$5 million+** in new deals from different international markets.

Ingenious Brain

Ingenious e-Brain is a renowned business advisory and management consulting firm offering high-quality, customized, and cost-effective solutions around Technology Research, Business Research, and Intellectual Property Research to industry leaders and innovative companies across the globe. Innovation, knowledge, and transparency form the basis of our company's mission and vision. Along with cost benefits, we provide the highest quality results, ensuring foolproof confidentiality and security. We are an ISO-certified company with offices in India, USA, UK, Japan, and Germany.

Ingenious e-Brain has a strong team of analysts and subject matter experts with domain proficiency devoted to helping clients grow. Our highly qualified professionals offer tailored, value-added, and cost-effective services to our clients. We believe in building long-term relationships with our clients, including national & international corporations, Fortune 500 companies, world's leading research institutes and universities as well as independent inventors.

Copyright © 2025 Ingenious e-Brain

We are located at

India (HQ)

207-208 Welldone TechPark, Sohna
Road Sector 48, Gurugram, Haryana
122018

+91 124 429 4218

Japan

1-12-14 Jinnan, 6F/7F/8F Shibuya
Miyata Bldg, Shibuya-ku

+3 397 046 5950

Delaware (USA)

8 The Green, Suite B, Dover, DE 19901

+1 302 450 1418

California (USA)

99 S Almaden Blvd, Suite 600, San Jose, CA

+1 347 480 2054

Germany

5th Floor, Hahnstrasse 70, Frankfurt am
main, 60528

+49 335 2773 4678

United Kingdom

13 Freeland Park, Poole, Dorset, United
Kingdom, BH16 6FH

+44 207 193 3548

For enquiries e-mail us at
contact@iebrain.com

Find more about us at
www.iebrain.com

Follow us on

