

## Technical Due Diligence

If your goal is to acquire new technology, one critical step in the entire process is to assess the stability and validity of the company's technology capabilities and to ensure that the measurements add up. A number of aspects are absolutely essential for successful investment in new or existing water quality monitoring technologies, especially the development of online sensors.

For many years, Benten's water quality experts have been involved in the development and implementation of monitoring and sensor technologies not just in Europe but all over the world. Our experts are in a position to assist you in establishing the objectives of your investment (e.g. eliminating competition, acquiring completely new technology or diversifying a current product portfolio), by taking into account the potentials and pitfalls of each monitoring approach with regard to a rapidly expanding market.

Benten's considerable knowledge of monitoring and sensor technologies allows us to understand what kinds of sensor technologies can be successful in a highly competitive market, and to assess the kinds of claims manufacturers make regarding their instruments. For a potential investment, it is necessary not simply to assess the practicability of the instruments but also the many different aspects of the measurement technology behind the sensor.

Benten's Technical Due Diligence provides a service which investigates:

- the potential stability and expandability of the sensor in the specific market;
- the costs of production, operation, support and maintenance;
- how much the company is reliant on the technology on offer.

Our TDD also includes an assessment of the management team's capabilities, the know-how of the technical staff, their strengths and weaknesses, as well as the risks involved in developing new, innovative technologies.

We provide an overview which gives you the confidence to decide to invest in innovative, new or existing, ground-breaking water quality sensor technology.

Benten's Technical Due Diligence service covers:

- identification of scope and objectives, including confidentiality agreement;
- documentation review including all relevant technical documents;
- detailed technical audit and reporting;
- prototype testing of sensor technology (optional);
- client-liaison and after-service including additional questions or concerns.

## Market Analysis

Benten's market analysis provides insight into the attractiveness of the water quality monitoring market for your investment taking into account e.g. market size and growth rate, profitability and trends, distribution channels and success factors.

Our experience and expertise in water quality monitoring strategies and programmes will help you determine the characteristics unique to this particular market and analyse this information helping you to make decisions on your investment. We provide you with valuable data to help you to get to know your target, determine an appropriate strategy and figure out why the particular market can provide ROI.

A general analysis identifies current and potential markets for the sensor technology under investigation, analysing the competitive landscape of the sensor and examining the degree to which regional issues may highlight any geographical market hotspots from a global perspective. The study validates the size and nature of the market opportunities available, and looks at what market opportunities might also open up with time as the technology is developed further.

Our comprehensive report provides a competitive analysis of the different technologies available on the market and identifies their price-performance characteristics with regard to the following questions:

- What is the current status of the sensor technology?
- How great is the market potential of the sensor technology, now and in the future?
- Where are the market applications which make sense now and in the future?
- Who is in a position to capitalise on these market opportunities?

A more elaborate market analysis may also include a round of interviews with relevant industry experts, university researchers or providers of related technologies to ask them to share their perspectives on the current state-of-the-art and their outlook on the respective sensor technology and related products.

A market analysis can of course be performed separately or as part of a Technical Due Diligence, depending on requirements.