



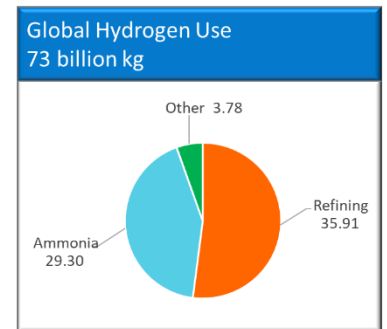
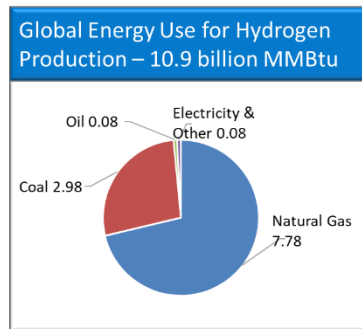
\$7 Billion Global Materials' Manufacturer Sought Strategic Counsel to Diversify and Enter the Hydrogen Market

Situation

A \$7 billion global materials' manufacturer had identified the hydrogen business opportunity as a high priority for meeting the company's growth and diversification objectives for the next decade. The company had no hydrogen expertise and desired to accelerate their understanding of the opportunity and how best to proceed given their ambition and their unique skills, assets and capabilities.

Solution

Velerity was brought in to work with the senior leadership team to expand their understanding of the fast-emerging global hydrogen market, and to identify potential entry strategies for the company to pursue.



Result

The materials manufacturing company was able to identify high value business opportunities to pursue in the global hydrogen market to diversify their holdings and take advantage of new growth opportunities.