



A Company with an Innovative Hydrogen Storage Solution Needed Hydrogen Market Information to Raise Capital

Situation

An early-stage hydrogen storage company needed a compelling business plan and strategy to raise capital to continue development. Key uncertainties existing surrounding the market potential associated with their innovative hydrogen storage technology. Market uncertainties were focused on the merchant hydrogen business associated with industrial gas, the fuel cell market tied to transportation, and the fuel cell market tied to power generation.

Solution

Velerity developed the company's marketing strategy and business plan with accompanying financial pro formas and investor presentation, based on a detailed assessment of the merchant hydrogen market and the fuel cell market. Developed a detailed market model that forecast the addressable market for hydrogen sales in the United States, incorporating the merchant

hydrogen business for industrial users, the fuel cell power generation business including stationary and portable applications, and the fuel cell market for transportation ranging from the low speed vehicle market to fleet automobiles and metropolitan buses. Velerity prepared a comprehensive and detailed assessment of the current and emerging hydrogen market, including identifying segments, volumes, pricing, production facilities, and distribution methods.

Result

The company finalized their business plan and mobilized around the pursuit of strategic partners and potential investors based on the market insights provided. Based on results to date, significant interest from potential investors has been generated, leading to substantive private negotiations for financing terms and conditions, and was able to fund and continue development of their advanced technology.

