



Solid Oxide Fuel Cell Company Acquisition - Due Diligence

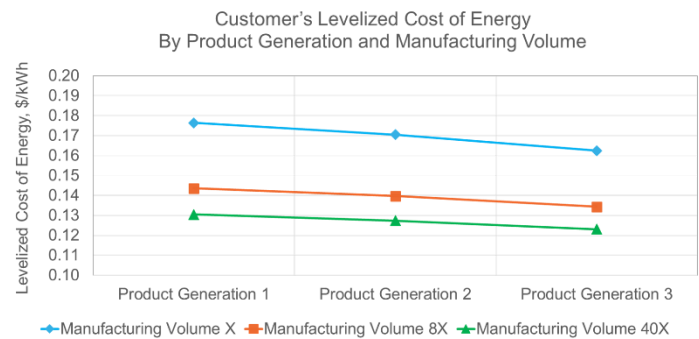
Situation

A large midstream oil and gas company was looking for ways to diversify their assets to lower carbon exposure, extend the operating life of existing assets and enter new growth businesses. The company decided to evaluate a potential investment in a solid oxide fuel cell company, yet did not have a firm understanding of the company's market, technology, stage of development and operational capabilities. In addition, the time frame for conducting the evaluation was relatively short.

Solution

A multidisciplinary team was assembled and assigned specific areas of investigation, covering markets, technology, operations, and financials. The process began with a review of documents, followed by a full day site visit. A comprehensive assessment was completed, including contacting prospective customers, evaluating market opportunities and calculating case specific customer value propositions.

Velerity was hired specifically to assess the company's market strategy, contact potential customers, interview suppliers and manufacturing partners, evaluate fuel cell technology claims, review the company's operating plans including hiring, and research and development process and plans. Velerity was also tasked with evaluating the management team's competencies and capabilities relative to realizing their market and growth ambitions.



Result

The senior management team of the mid-stream oil and gas company were able to have a complete picture, provided by an outside third party, with which to complete their assessment.