



Digital Tech Consulting, Inc. (DTC) helps a semiconductor startup evaluate its technology's probability of success through quantification of the MPEG-4 AVC market.

Corporate Profile

DTC's client (Company) is a semiconductor startup company with cutting edge technology that could legitimately marry high definition technology and advanced quality with affordable semiconductor technology.

Key Business Issues and Challenges

As a startup the key issue facing the Company was getting an accurate picture of the MPEG-4 AVC/H.264 market in which its impending technology could potentially make a lasting impact. The company's core technology concentrated on developing chips that could deliver high definition video capability at a fraction of the cost of what was currently being offered. With the AVC/H.264 market in its infancy stage at the time of the project, identifying relevant market research was critical in the Company's business plan. The company realized that it needed a market research leader who had expertise and proven experience in quantifying emerging technology markets.

The Solution

Digital Tech Consulting (DTC) provided a tailored solution meeting all of the Company's intrinsic needs through market research that identified products and suppliers using the AVC/H.264 technology, as well as, quantified potential market revenue. Through highly specialized research into the emerging AVC/H.264 market, DTC delivered top-line forecasts, as well as, regional and market-share data for the current year. After the research had been accumulated DTC applied the forecast to our proven revenue model to produce dependable revenue forecasts for the AVC/H.264 market. An in-depth analysis of the forecasts was performed and provided to the Company in report form. Part of DTC's tailored solution was to provide the Company with consultations with Senior Level Executives and Analysts on an as-needed basis.

Results

The Company benefited from several positive results, including:

- Having a detailed picture of potential customers who were making, or planning to make, products using the AVC/H.264 technology.
- A dependable forecast of an emerging market forecasted to become the de facto standard of high-definition video technology.
- Being able to communicate the future market for the Company's video compression technology to potential investors in the Company.



- Proven revenue projections to guide the Company in making important business development decisions.

Final Thoughts

The Company realized that it required highly strategic and specialized research to guide the development of its product. DTC designed a market-analysis strategy involving specialized research and analysis of the emerging AVC/H.264 technology. Based on the findings, DTC applied its technical and market expertise to tailor deliverables that addressed all of the companies requirements. DTC also provided a service that allowed the Company to personally interface and consult with DTC on an as-needed basis. Identifying and quantifying market size as well as revenue projections aided the Company in making quality decisions about the future of its semiconductor technology.