

## Roadmapping a technology and market-entry strategy for a nanocellulose product developer



### Challenge

The client, a major pulp and paper company, required assistance in exploring markets that would best fit to the value proposition of the company's nanocellulose product and asked Lux to prepare a roadmap for product development and commercialization.



### Solution

Lux evaluated more than 90 applications for fit with the value proposition of the client's product and prioritized a shortlist of applications. Lux then investigated the prioritized applications and built the roadmap, looking at relevant case studies and highlighting missteps taken by similar product development journeys.



### Value

Lux's proposed roadmap provided the client with an actionable plan to proceed as well as defined criteria for go/no-go decisions at key milestones.

