




Lux Expertise Services

Lux Analyst Onsite



The
Deciding
Factor

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A vertical strip on the right side of the image, split into two sections. The top section shows a close-up of a microscope lens with an orange tint. The bottom section shows an industrial facility, possibly a refinery or chemical plant, with a red tint and smoke rising from the structures.

What technology-centric nuances are relevant to us, and why?



Target Audience

Technical/commercial leadership engaged in nucleating ideas or assessing a pipeline of ideas



Audience Need

Separating hype from fact while laying the foundation for exploration of new technologies/markets



Lux Engagement

Analyst-delivered insights on technologies and key participants relative to a target market



Delivered Value

Focusing your exploration on the most relevant metrics/developments/companies that could make or break your entry in a target market

How to get started

Duration

- 1 week for analyst to aggregate requisite Lux know-how

Data Sources

- Lux analysts' coverage of emerging technologies — and implications relevant to your organization for a target market
- Insights from Lux's ongoing interviews with technology developers and review of public/private data lakes

Deliverables

- **1-hour presentation** – plus Q&A
- **PowerPoint deliverable** – comprising ~10 slides summarizing analyst insights, plus an Excel data container of applications/technologies/companies as relevant