

Take Off for Disruptive Waste to Energy Technology: Managing environmental problems with new technologies

Background

ALCEDO was asked in 2015 to support an Austrian Start Up to exploit a patented Waste to Energy Technology. The technology was based on advanced Pyrolysis-Plasma Process enabling the disposal of hazardous waste and to produce new energy from the process (hydrogen, syngas, etc.).

The management of the Start Up company was composed of technicians in Austria, France and Russia and one commercial head who was the driver behind the project. The goal for ALCEDO was to organise the financing of at least one pilot plant and to establish contacts with strategic partners.

Approach

The consulting team of ALCEDO developed a project together with the key persons of the client containing a global market survey regarding existing technologies and key players. The project also included the search for strategic / financial investors. The global market survey was completed after about three months, benefitting from actual surveys and publications together with interviews with major market players. ALCEDO compiled a detailed Information Memorandum for funding institutions and investors and distributed it to a selective group of interested parties.

The progress during the project was presented in monthly meetings with the client. During the process of market research and describing the patented technology, many issues became clearer due to many questions raised by the consulting team. The product-market strategy was defined more precisely, costs and sales prices were adapted to realistic scenarios.

Outcome

After about six months, ALCEDO had arrived at a shortlist with three high potential investors, consisting of a national energy supplier, a European market leader in the disposal business and a European fund for strategic investments. Finally, the financing of two pilot plants could be achieved.



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