



How We Helped a Marine Technology Giant in Their Commercial Due Diligence

Background:

A prominent marine technology company specializing in autonomous underwater vehicles (AUVs) and ocean data analytics was poised for international expansion. The company sought to secure strategic investments to fuel growth and enter new high-potential markets. To support their objectives, they engaged IMC to perform a comprehensive commercial due diligence assessment.

Challenges

- Market Uncertainty**
The company required a clear understanding of market demand for its products in new regions. Uncertainty about competitors' strengths and the potential for market penetration posed significant risks.
- Supply Chain Vulnerabilities**
Reliance on rare earth materials created a risk of disruptions, potentially impacting production timelines. They needed actionable strategies to mitigate dependency and streamline the supply chain.
- Operational Scalability**
Ensuring the operational infrastructure could support expansion without compromising quality was a key challenge. The company also needed guidance on optimizing production costs to remain competitive in global markets.

The Solution:

- 1 Comprehensive Market Analysis**

IMC provided an in-depth evaluation of regional market dynamics and identified high-growth areas. We benchmarked the company's positioning against competitors to highlight unique opportunities and risks. This analysis offered a roadmap for prioritizing expansion efforts.
- 2 Supply Chain Optimization**

We conducted a detailed review of the supply chain and identified opportunities to reduce reliance on rare earth materials. IMC proposed alternate sourcing strategies and optimized logistics to improve efficiency. These changes reduced potential production delays and lowered material costs.
- 3 Operational Strengthening**

Our team assessed the company's operational capabilities and recommended scalable systems to support expansion. We provided a plan for automating production and optimizing workflows. This approach ensured consistent product quality while reducing operational costs by 15%.
- 4 Investor-Ready Insights**

IMC compiled a comprehensive financial and operational assessment for potential investors. We showcased the company's scalability, market potential, and long-term profitability through actionable metrics. These insights helped secure significant funding from strategic partners.

Results at a Glance

95%

Revenue Growth in the first year post-expansion, driven by successful entry into three new markets.

12%

Market share Captured in targeted regions, establishing the company as a key player in marine technology.

18%

Reduction in reliance on rare earth materials, leading to more robust supply chain efficiency.

20%

Faster production timelines, achieved through streamlined operations and improved logistics.



Your Partner in Growth

IMC's tailored commercial due diligence enabled the marine technology giant to confidently expand into new markets and attract strategic investments.

Our comprehensive approach delivered tangible results, positioning the company for sustained growth and industry leadership.

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