NC STATE UNIVERSITY
Industry Extension Services

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Technology-Driven Market Intelligence

Bringing a new product to market requires more than a great idea—it requires confidence that there is a market for it. Technology-Driven Market Intelligence (TDMI) helps manufacturers evaluate the commercial potential of new products, technologies, and innovations before making significant investments.

Using data analytics, AI-powered market insights, and direct engagement with potential customers and strategic partners, TDMI provides the intelligence needed to validate your value proposition and develop a successful commercialization strategy. At the conclusion of the engagement, you'll receive actionable recommendations and connections that position your organization for long-term success.

What You'll Gain

Our TDMI specialists work closely with your team to understand your technology, business goals, and unique value proposition. Through extensive market discovery and customer validation, we identify attractive market opportunities, evaluate competitive positioning, and determine where your product is most likely to succeed. The engagement concludes with a comprehensive report outlining recommended target markets, customer segments, strategic partners, and clear next steps for commercialization.

Market Intelligence Includes

Technology-Driven Market Intelligence combines market research with advanced analytics to uncover new opportunities and reduce uncertainty. The process includes identifying potential applications and markets, evaluating customer demand, analyzing competitors, forecasting market trends, benchmarking competitive positioning, and visualizing key insights to support executive decision-making. Our specialists also engage prospective customers and partners to validate assumptions and strengthen your market strategy before launch.

We Can Help.

- Advanced Manufacturing & Technology Deployment
- Business Growth, Innovation & Marketing
- Business & Operational Assessments
- Cybersecurity Strategies
- Defense Industry Initiatives
- Environment, Energy & Sustainability Services
- Evaluation Services & Resource Development
- Industrial & Systems Engineering
- Instructional Design
- Leadership & Organizational Development
- Management Systems & Quality
- Process Optimization & LEAN
- Project Management
- Southeastern OSHA Training Institute Education Center
- Supply Chain & Supplier Matching
- Workplace Health & Safety

Benefits

Organizations that complete the TDMI program are better equipped to develop competitive products, identify new market opportunities, understand customer needs, recognize emerging industry trends, and make informed strategic decisions. The result is greater confidence, reduced market risk, and a stronger path to commercialization and business growth.

Duration:

- 8–14 Weeks (Varies)

Format:

- Customized engagement combining on-site collaboration and virtual consulting.

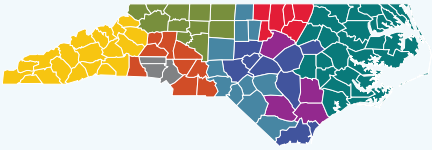
Recommended For

B2B executives, product managers, engineers, business development, sales, and marketing professionals responsible for product innovation, commercialization, strategic planning, and market growth.

Connect with your Regional Manager to begin the conversation. ncstateies.com/RM

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We Can Help. **919.515.2358 | iesservices@ncsu.edu**

NC State University Industry Extension Services, established in 1955 as the outreach team for the NC State University College of Engineering, provides resources, tools and customized training programs to help businesses survive, thrive and grow.

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