



Military supplier diversifies into new commercial markets

The Asset/Benefits

Asset: Sea Systems Group's MitiGator™ technology is an engineered cushioning system designed to protect people and equipment from impact shocks and vibration.

Benefits: The MitiGator™ uses patented air control technology to protect people from shock and vibration impacts by reducing transmitted whole-body vibration by over 60%. The system is well tested and used in over 60,000 military vehicles.

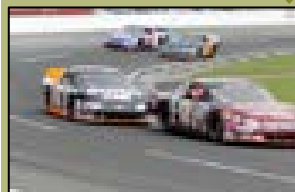


Project Outcomes

- Characterized potential new markets and analyzed key manufacturer traits.
- Mapped the buying-decision influencers for one of the identified markets.
- Provided product adoption feedback from top six OEMs in target markets.
- Ranked 33 potential new applications across six different criteria.
- Identified specific product changes that, when completed, could open up new applications.

Key Questions

- Who are the target manufacturers in the commercially-viable markets identified by Sea Systems?
- What is the buying structure?
- Who are the decision makers and influencers?
- What are the three to five most attractive commercial market opportunities and why?



Project Impact

- As a result of this project, Sea Systems:
- Focused their business development efforts on one market.
 - Cultivated a relationship with a lead in a new business area.
 - Implemented product changes to enable new opportunities.

"Sea Systems is delighted to have participated in this program as we believe it will allow us to move from primarily a defense industry supplier to a better diversified company with a significant line of commercial products in the next 6 to 18 months."

– Richard McKinney, Sea Systems