

Choosing a Market Insight Partnership

This type of partnership is a great choice for partners who:

- ➔ Have identified a market opportunity in the US or is in the early stages of a US market entry.
- ➔ Is eager to pursue business development in the US market, but unsure as to where and how to approach the opportunity in terms of location, type of set-up, market segmentation and competitor landscape.
- ➔ Are looking to meet the right people at the right time. With an extensive network, Danish Cleantech Hub can provide access to possible local sales channels and policy drivers.



Market Insight Partnership Overview

Below is an overview of the Market Insight Partnership offered by Danish Cleantech Hub. As the partner is in the early stages of a US market entry, these are the relevant DCH services that can assist the partner with building a solid knowledge base, creating a local network, and running a well-functioning subsidiary.



- Regulatory landscape
 - Location choice
 - Market drivers
 - Customer/market segmentation
 - Partner/competitor overview
 - Entry strategy and models
 - Investment approaches
- Partner meetings
 - Client meetings
 - Lead generation
 - Network development

Partnership Structure

A Market Insight Partnership is a flexible and tailored partnership, which allows the partner to select the services that are most relevant for the company. The length of a Market Insight Partnership will depend on the agreed delivery timeframe, and will typically be 2-4 months. The structure is simple and straightforward:

- ➔ **Determine Services:** Depending on the partners interest and need, a set of relevant Analysis and/or Access Services is determined. The specific scope and extent of each of the services is developed in close cooperation between the partner and Danish Cleantech Hub.
- ➔ **Coordination Calls:** To ensure that our services are continuously in line with a partner's need, we will conduct continuous coordination calls, where the partner will be updated on the progress and service delivery.
- ➔ **We Deliver:** Our Analysis Services will be delivered as written reports. All reports are made individually for each of our partners, and are tailored to your wishes and needs. Our Access Services often take the form of meetings, introductions and ongoing lead generation.

Choosing a Visibility Partnership

This type of partnership is a great choice for partners who:

- ➔ Are primarily interested in creating brand awareness and gaining exposure to a wide set of New York cleantech stakeholders.
- ➔ Already have a presence in the market, but are looking to expand their existing local network and create buzz around their product.
- ➔ Wish to enter the stage alongside public and private partners with whom there are possibilities for collaboration.





Visibility Partnership Overview

Below is an overview of the Visibility Partnership offered by Danish Cleantech Hub. A Visibility Partnership is ideal for the partner that is primarily interested in creating brand awareness and gaining exposure to a wide set of New York cleantech stakeholders.

Visibility Partnership

Collective Events

- City-city collaboration events
- Seminars, workshops and roundtables
- Conferences
- Trade fares
- NY Blue Tech membership

Partnership Structure

A Visibility Partnership allows the partner to participate as speaker at two (2) Danish Cleantech Hub collective events. The Visibility Partnership will expire when the partner has participated in the two events. The structure of the partnership is simple and straight-forward:

- ➔ **Determining Events:** Depending on partner's interest and sector focus relevant events will be selected.
- ➔ **Coordination Calls:** During detailed planning of the event(s), the partner will provide thematic inputs to ensure optimal framing of the events. Speaker preparations calls will also take place.
- ➔ **Event Participation:** The partner is invited to New York as a speaker, and will subsequently be able to tap into Danish Cleantech Hub's network during event reception.



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