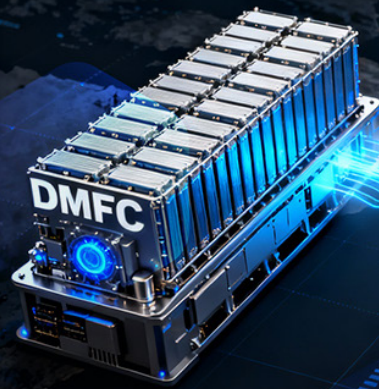


Case Study 

How leB's Strategic Customer Assessment Helped Client **Expand DMFC Applications in India**

Objective

With India's growing focus on energy resilience, decentralized power, and cleaner alternatives, the client witnessed a strong opportunity to expand the application areas and market penetration of its direct methanol fuel cell (DMFC) solutions. To move decisively, the client needed clarity on who the right customers were, where genuine demand existed, and which segments offered the most substantial near- and mid-term adoption potential.

Our Strategic Approach

To translate technological potential into commercial traction, leB undertook a structured, insight-led customer assessment tailored to India's evolving power and energy landscape.

Market Context & Application Mapping

The assessment began with an evaluation of India's alternative power ecosystem, examining sectors in which reliability, portability, and off-grid or backup power are mission-critical. This helped frame the most relevant application scenarios for direct methanol fuel cells across industrial, infrastructure, and specialized use cases.

Customer Identification & Profiling

Potential customers were identified and assessed based on key parameters, including the scale of operations, the operational criticality of power supply, openness to alternative energy technologies, and alignment with DMFC performance characteristics. Each customer profile was evaluated to understand current power solutions, pain points, and adoption readiness.

Prioritization Analysis

Shortlisted customers were further prioritized by mapping their needs against the client's product capabilities, commercial feasibility, and deployment potential. This allowed for clear segmentation of high-probability adopters versus longer-term opportunities.

Ingenious Brain

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