



Business Consultancy for Tech Innovations

For Academia

For Startups

For Corporations

For Academia

Discovering the true market potential of
your technology and its real price tag.

Services

Market Analysis
Market Validation
IP Valuation

For Academia

Is there a market for your technology?

Where is it?

How much is the technology worth?

Services

Market Analysis
Market Validation
IP Valuation

Market Analysis

You have an interesting technology and want to know more about relevant markets? We identify and assess the real market potential based on evidence. We recommend next steps.

We identify the real market potential and explore market opportunities. **We analyze the territory and industry where your technology has the best chance of success.** We prepare a detailed market (client) segmentation.

Our Comprehensive market analysis **measures market size, growth potential, key segments for technology application, value chain/supply chain positioning and potential products/services segmentation.**

It examines market dynamics, benchmarks competitors, and identifies potential customers **to refine the technology's unique value proposition.**

Market Validation

Do you know what your unique selling proposition (USP) is? Together we define what is unique about your solution. **What does the market think about your technology?** We test your USP through interviews with actual companies in your target market.

The goal of Market validation is to **test assumptions** about the technology by gathering real feedback from potential customers/industry experts (or academic/regulatory experts). This helps **refine the technology to ensure it meets real market needs before full development.**

We use semi-structured interviews to focus on **understanding the customer's real problems and needs**, not just whether they like the technology.

Intellectual Property Valuation

Our IP Valuation service helps technology owners, research institutions, startups, and investors **understand the true economic potential of their intellectual property**. We evaluate intellectual property, typically patents or other intangible assets.

Our valuation is based on the income approach, meaning **we assess its real market potential**.

The result is an official valuation report, certified by a court-appointed expert. This gives your innovation a clear and objective market price tag.

words of our clients

"We approached UNICO to prepare a market analysis related to the technology from two research institutes of the CAS. The results of the analysis were used to negotiate a cooperation and licensing agreement with the start-up Preagon Biotech. Thanks to the presented information, we now have an overview of the competition and legislative conditions on the market and we have also confirmed the possibilities of application of our technology. **We value the cooperation with UNICO especially for the ability to find relevant source data and work with it analytically.**"



Martin Smekal, Head of the TTC, CeTTAV

words of our clients

“UNICO Analytics helped us determine the value of technology for transferring rights to a private company. Our entire collaboration was marked by **excellent communication, reliable conduct, speed, and reasonable prices.** Overall, UNICO's work was very good, and I would like to thank them again in this form.”



Michal Mokroš, Business Development Specialist, VŠB TUO



We deliver.

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