



# FutureScale<sup>x</sup>

CASE STUDY

## **Exploiting AI and digital technology to create a new decarbonized business model**

# Executive summary: FutureScaleX helped a global inspection company evaluate digital-enabled new business models for investment opportunities.



## SITUATION

A global leader in inspection services aimed to explore AI's potential to disrupt its industry, identify growth opportunities, and craft a robust strategy to protect its market leadership while mitigating competitive threats through strategic acquisitions.

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## CHALLENGE

Uncertainty around market readiness for digital and AI solutions, coupled with ambiguous growth trajectories, created challenges in evaluating and prioritizing investments, hindering the development of a focused and impactful growth strategy.

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## SOLUTION

FutureScaleX (FSX) evaluated the addressable market and pinpointed optimal investment timing for maximum impact. Leveraging robust frameworks, FSX assessed market readiness, conducted scenario analyses, and recommended a tailored investment strategy suited to the current industry landscape.

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## IMPACT

- Developed addressable market scenarios.
- Identified five "most promising" target companies for partnerships or investment.
- Delivered a high-level business model for scalable service delivery.



## Business context

Our client, a global leader in sustainable packaging and paper production, is advancing its raw material diversification strategy to reinforce its sustainability commitment. A key focus of this initiative is exploring non-wood fiber sources to improve environmental performance, reduce supply chain risks in key European markets, and meet growing regulatory and market demands for greener solutions.

FSX was engaged to evaluate the potential of non-wood fibers and deliver actionable recommendations aligned with the client's goal of cutting Scope 3 fossil CO<sub>2</sub>e emissions by 50% from 2019 levels by 2030, while fostering long-term sustainable growth.

## Business requirement

The client enlisted FSX's expertise to perform a comprehensive analysis of non-wood fiber streams across key European markets. The study focused on evaluating the availability, pricing, seasonality, quality, and fiber composition of these feedstocks. It also assessed supply chain viability and environmental impacts, including CO<sub>2</sub> emissions, water usage, land use, and soil remediation.

This in-depth analysis was designed to support strategic decision-making for prioritizing countries and feedstocks, enabling the client to achieve raw material diversification and ensure long-term sustainability.

# The FSX solution framework

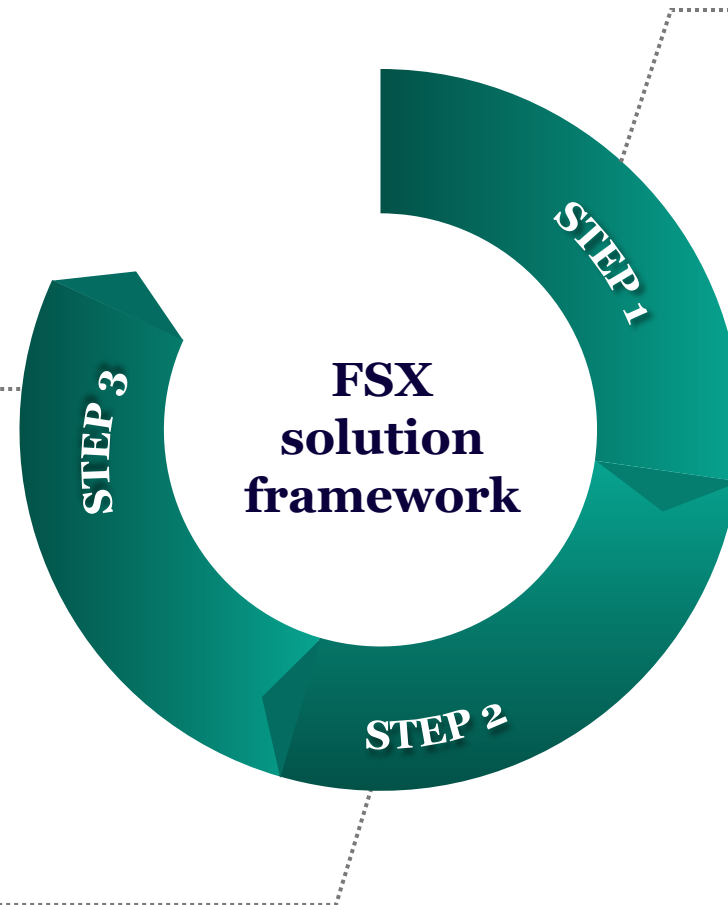
FSX utilizes a 3-step process to evaluate digital-enabled business models for investment opportunities.

## Recommendation

- **'GO' vs 'HOLD' decision:** Drive investment decisions by assessing serviceable obtainable market (SOM), market readiness, and industry readiness.
- **Market approach:** Recommend investment strategy, risk mitigation strategy, prioritize customer segmentation, identify competitive advantage, and optimize value propositions.

## Target Assessment

- **Shortlisting of targets:** Systematic scorecard-based filtering of companies to shortlist top 5 'most promising' targets.
- **Comparative prioritization:** Assess the top 5 targets, based on management, assets, market reach, and unique selling points.
- **Brief profiles of top 5 targets:** Profiles of 5 prioritized targets, covering ownership, services, structure, market access, and USPs.



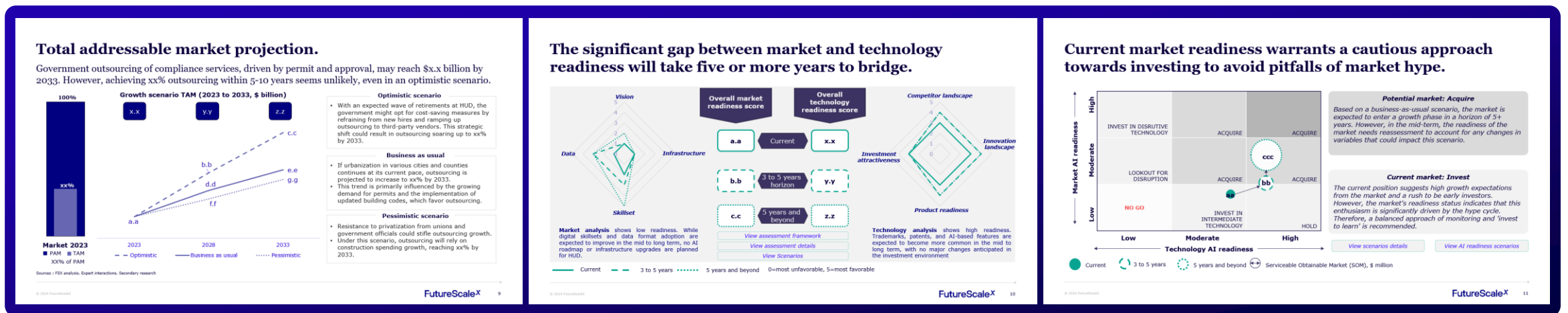
## Opportunity Assessment

- **Market assessment:** Validate AI-based building code systems' growth by estimating PAM, TAM, and SAM; analyzing stakeholders, trends, drivers, and challenges.
- **Competitor landscape:** Analyze business models, customer segments, offerings, strategies, revenue streams, and value propositions for stakeholders.
- **Customer analysis:** Analyze key customer segments, needs, influencers, adoption drivers, challenges, and emerging trends.
- **Common business practices:** Identify industry practices, including customization, servicing, partnerships, certifications, structure, and metrics.

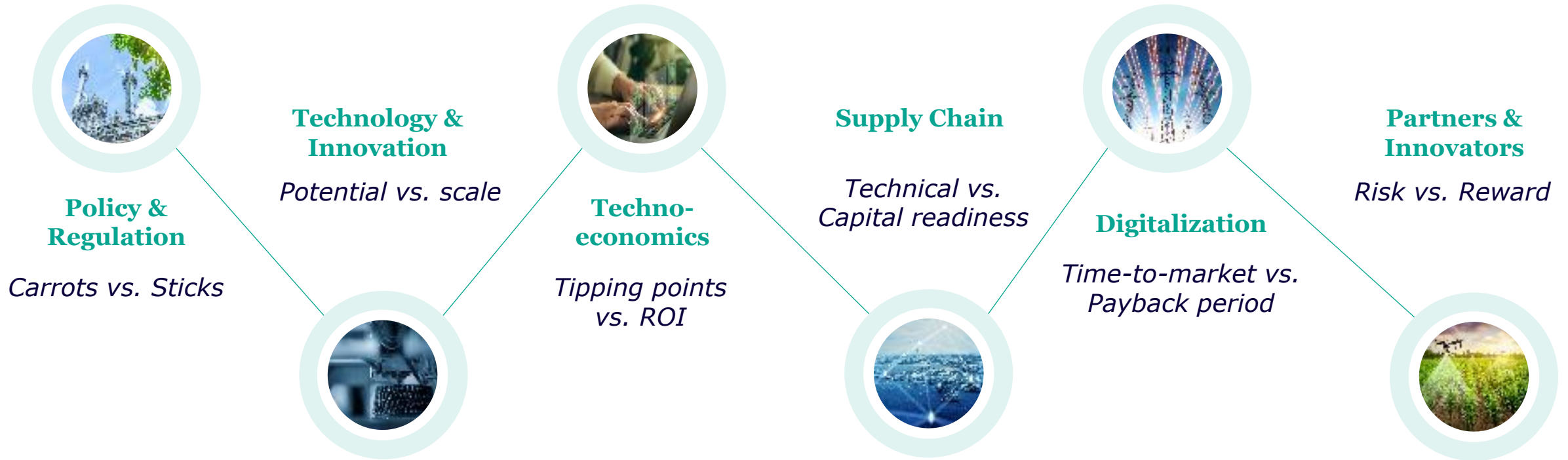
# Impact

- Delivered a detailed breakdown of the addressable market (PAM, TAM, and SAM) with growth projections, highlighting key trends to uncover expansion opportunities and market shifts.
- Developed a strategic investment framework, evaluating market dynamics, customer readiness, and geographic opportunities to guide data-driven decisions.
- Designed a competitive analysis tool focused on market access and technological advancements, supporting targeted M&A strategies to drive innovation and growth.
- Identified the top five potential partners or investment targets, aligning with strategic goals and proposing tailored business models to maximize synergy and long-term value creation.

# Sample output



# Methodology: The FSX Sustainable-Growth-as-a-Service™ Methodology



Connected, systems-level thinking to identify the tipping points and solutions that matter.



# Are you ready to grow sustainably?

At FutureScaleX, we believe that the future of business lies in sustainable growth. Our six-lens methodology is more than just an approach—it's a movement towards a more resilient and sustainable future.

## FutureScale<sup>X</sup>

Connect with us.

To request more information such as a meeting, demo, trial, or referral, please visit our website:

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