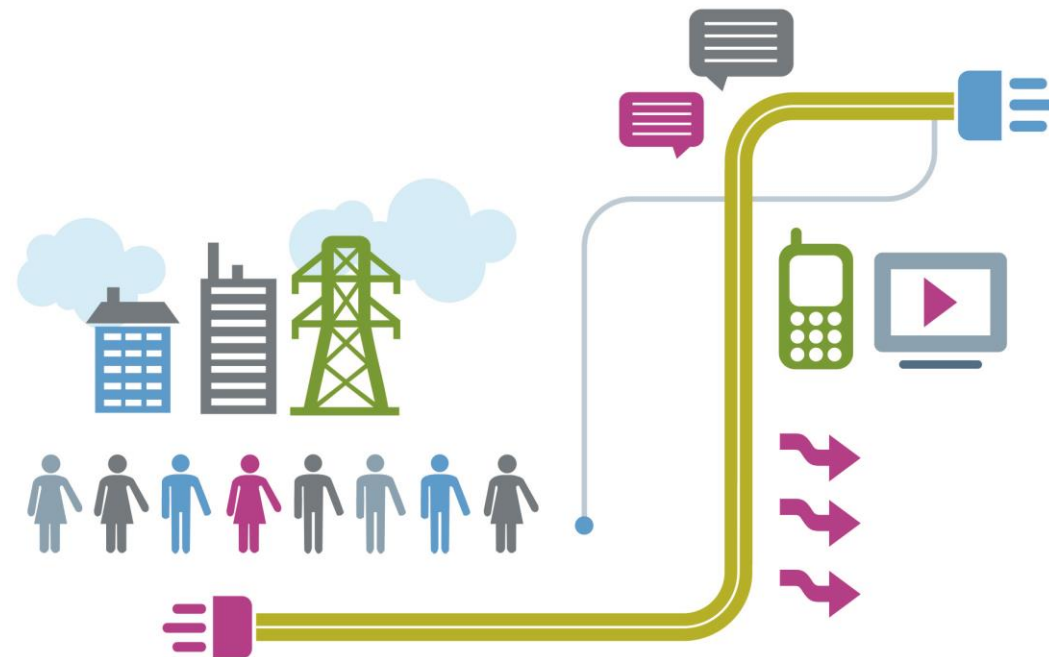


Emerging Innovation From Supply Chain and Services

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Will the consumer engage?

- Life style and aspirational benefits
- Financial savings and payback period
- Ease of adoption
- Awareness of requirement for change
- Willingness to adapt habits and home
- Confidence and access to clear advice
- Simple customer journey



What is the incumbent product lifecycle and attractiveness?

- Clear future direction
- Time scales for product phase outs
- Capability to replace capacity in required time
- Innovation potential
- Size of market and potential adoption (units)
- Cost of new entry to market with diversification



Is the wider market infrastructure ready to support technology roll out?

- National grid capacity and availability
- National and regional drivers, i.e. planning and capacity building strategies
- Aligned services, i.e. supply tariffs and flexibility incentives
- Built environment suitability and a steady pipeline for new buildings and retrofit investment



Is there an identifiable and simple route to market which is readily accessible?

- Trade distribution availability
- Availability of advisory and installation skills
- Ongoing servicing capability
- Simple supply chain



Is there a supportive policy and regulatory framework in place?

- Long term strategy – clear alignment
- Direct and indirect subsidies
- Enforced building regulations and compliance methodologies
- Enabling regulation for affordability or ease of application
- Enforced regulator initiatives for national infrastructure development
- Clarity and confidence in politics and policy
- Clear pathway to participate through training or upskilling



Is there a competitive and fair business environment?

- Expanded consumer choice (first mover disadvantage)
- Mis-selling or misinformation
- Ease of global export potential
- Maturity of upstream supply chain
- Availability of materials and associated critical minerals
- Market volatility
- Set technical standards

