



Case Study

 **entrymapper™** POLAR NIGHT ENERGY

*Transforming Go-To-Market Strategy for
Renewable Thermal Energy Storage Solutions*

SUMMARY

In an innovative move to reshape their market strategy within the European thermal storage sector, PolarNight Energy (PNE) collaborated with EntryMapper. This partnership was aimed at breaking through traditional market analysis barriers using EntryMapper's AI-driven tools. This approach focused on accurately identifying markets, prioritizing sectors, and strategizing market entry, addressing PNE's need for a nuanced market engagement strategy. Despite PNE's success in the district heating domain, venturing into new geographical markets and industry verticals demanded a nuanced approach that EntryMapper facilitated, unveiling new opportunities and charting a course for strategic growth.



INITIAL RELUCTANCE

PNE's ingenious sand based thermal storage solution had raised a lot of interest globally and provided them with an incredible amount of media attention, which resulted in real leads around the world from various industry verticals and use cases. However, their existing customers were all Finnish district heating companies and therefore, PNE faced the challenge of deciding which new verticals and markets to extend to and how to prioritize them. This task was made more daunting by the founders' significant operational roles, highlighting the need for detailed market analysis to effectively understand the European market landscape and potential target verticals.

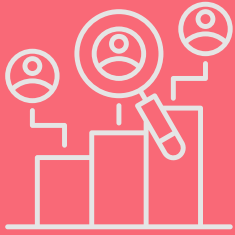
PNE's initial reluctance to outsource market analysis stemmed from concerns about value of the investment, particularly whether EntryMapper would be able to provide meaningful insights in a complex and technical industry. EntryMapper's partnership was structured to maintain PNE's leadership in decision-making processes, aligning EntryMapper's technological strengths with PNE's goals and vision.

"We have spent half a decade in this sector and it was not easy to believe that someone could just come in and grasp all the required information to deliver high quality market research. However, it turned out that EntryMapper's unique method enabled them to extract required information and focus on delivering the results with their methodology. EntryMapper's product was a perfect match for our requirements."

Markku Ylönen, PNE co-founder

OUR APPROACH

Our methodology was built to achieve four main goals for entrepreneurs:



1 *Competitive Insights*

Given the niche market, it was key to understand the market competitors with similar offerings and what use cases they were pursuing.

2 *Vertical Prioritization*

With specific characteristics of the thermal sand battery, EntryMapper had to assess verticals based not only on market potential but also on applicability of PNE's specific solution. Deep-dives were created for priority verticals to explore specific target companies.



3 *Market prioritization*

With different regulatory structures and attitudes towards renewable energy, it was critical to build a prioritization of expansion countries as well, including deep-dives on these countries, with specific trends and identified sales leads.

4 *Synthesized Strategy*

Once all the data had been collected and analyzed, all insights were synthesized into a stakeholder ready report.



RESULTS

FUNDRAISING OUTCOMES AND STRATEGIC ADVANCEMENTS

EntryMapper's work with PNE marks a significant milestone, offering PNE a fresh perspective on the European thermal storage market. This partnership refined PNE's strategy, enhancing their market navigation capabilities and laying a strong foundation for future expansion and investment. EntryMapper's product also enabled PNE to successfully close its next round of funding in 2024, crucially enabling it to act on EntryMapper's market expansion insights.

THOUGHTS FROM PNE INVESTOR



"As an investor, it makes all the difference if the company truly understands its market. Thanks to EntryMapper, PolarNight Energy now has a well-articulated market entry strategy backed by robust research, which will help them massively with their GTM."

Anke Huiskes
Managing Partner, NP-Hard Ventures
(Investor in Polar Night Energy)

REFLECTION

THOUGHTS FROM THE CO-FOUNDER



"We were absolutely floored by the quality and extent of the study. The final deliverable included 100 slides with hard-packed insights and recommendations backed up with a huge amount of data and sources. Now we have a very solid and hard data backed base to decide on our strategy and next steps. On top of that we look extremely professional in front of our stakeholders and potential VC investors. We simply could not be happier with the results."

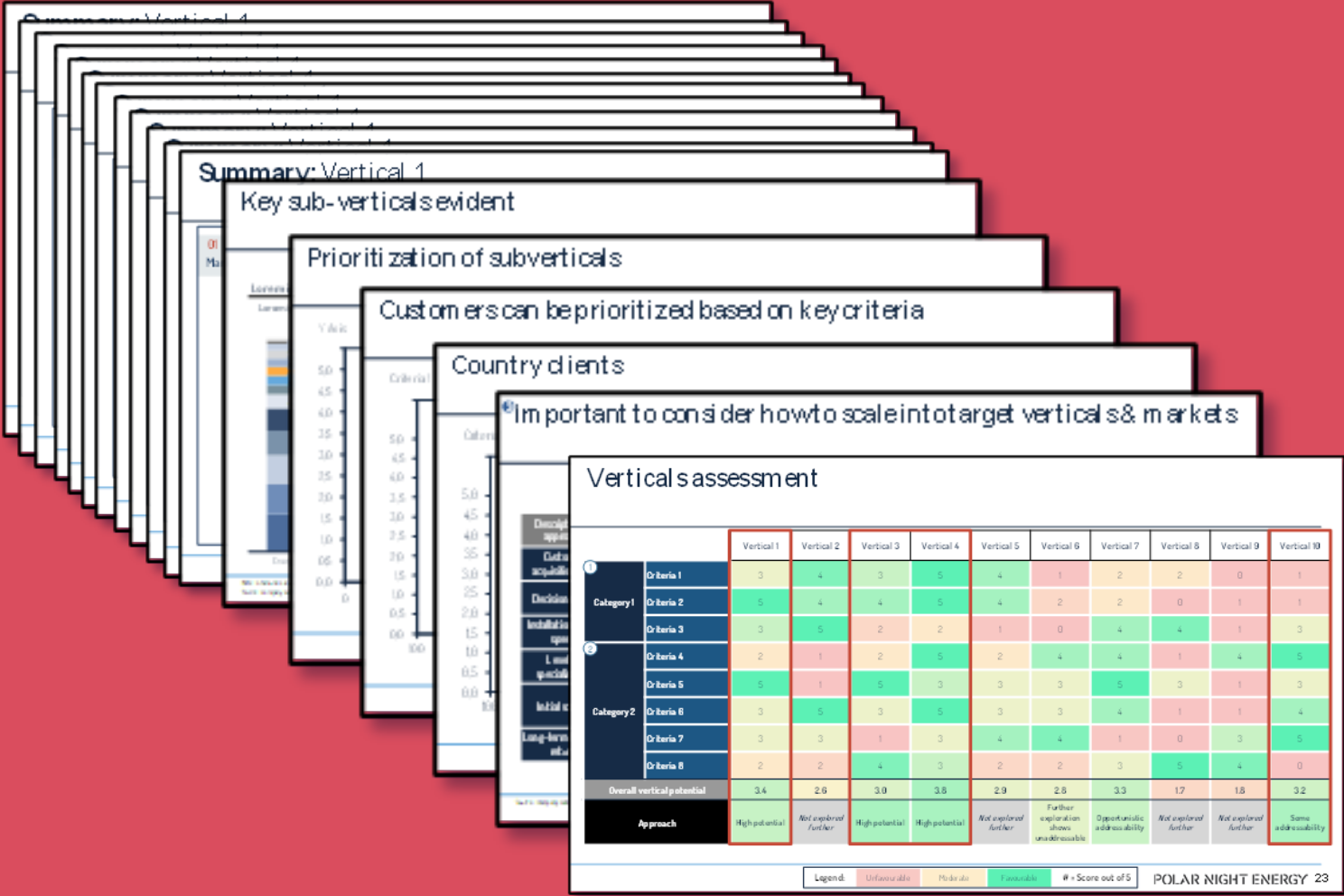
Markku Ylönen
CoFounder & CTO
Polar Night Energy



DELIVERABLES & RESOURCES

PNE's feedback highlights how EntryMapper's insights significantly surpassed their strategic goals. While specific results are confidential, PNE acknowledged the exceptional depth and quality of the analysis, which clarified their path in the European market. This comprehensive analysis was compiled into a detailed 100-slide presentation for stakeholders, including investors and potential team members.

*Document details have been obfuscated



GET IN TOUCH

Elevate your market strategy with EntryMapper's bespoke market analysis solutions. Contact us for a tailored approach to meet your market analysis needs.



contact

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