

AIDING CLEAN PLANET ENERGY'S NORTH AMERICAN ENTRY

Informing the company's new market strategy with unique pricing insights on a rare product.

Scale of the project

22 experts across the the US and Canada

Target audience

Business development, purchasing, procurement managers

Specialty

Renewable energy, plastic recycling

PROJECT TURNAROUND: 1 WEEK

PROFILE

London-based Clean Planet Energy is on a mission to remove over a million tonnes of non-recyclable plastic waste annually from the earth's surface.

The company converts the harmful plastics into clean fuels and circular naphtha.



“Clean Planet Energy needed to gather information on a niche set of data points from within the oil and gas industry.

We gave Qrowdsy a high-level overview of what we wanted and they went away and crafted a survey that perfectly met our needs. The collection process was super fast and they handled the whole task with minimal input from my team.

Qrowdsy removed the hassle of gathering primary data and really challenged our expectations of the timelines for this sort of research. Our experience working with Qrowdsy was incredibly positive and we are excited to continue utilising Qrowdsy for the unique insights they provide.”

BERTIE STEPHENS

CEO at Clean Planet Energy

CHALLENGES

When CPE ventured into the North American market, they faced a wall—and challenges were multifold. Clean Planet Energy lacked reliable information about the new market, especially pricing.

There were rigid regulations for a product as rare as circular naphtha, and the industry was still in the infancy stage. The buyers and suppliers had inconsistent behavior, making it hard to predict the industry's direction.

Finally, much of the pricing-related data was sensitive information carefully gated behind NDAs. Clean Planet Energy knew they had to bring a specialist market research firm on board.

SOLUTIONS

- Highly-targeted quantitative and qualitative surveys: Qrowdsy gathered insights from the right industry professionals i.e. business development, purchasing and procurement managers.
- Uncovered key pricing insights by probing the naphtha market suppliers and buyers within only one week.
- Comprehensive report: Qrowdsy collated, analysed, and reported valuable market intelligence for Clean Planet Energy.

RESULTS

The data revealed current pricing trends and offered predictive insights about naphtha. Well-informed, the survey gave the firm the confidence to price naphtha competitively.

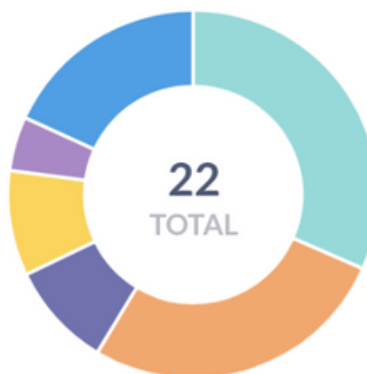
The firm is now a better-equipped North American market player with the big picture and granular views on circular naphtha.

Qrowdsy conducted 2 surveys. One general survey to understand the market for bio and recycled naphtha and a more specific one focused on surveying the buyers of recycled naphtha in order to gain a better understanding of pricings of recycled naphtha in the US market.

RESPONDENTS

Respondents by job roles

Marketing	31.82%
Business development	27.27%
Sales	9.09%
Operations	9.09%
Finance	4.55%
Other	18.18%



Respondents by the number of buyers and producers of bio naphtha.

Both equally	18.18%
None of the above	4.55%
Producer	31.82%
Buyer	45.45%

