

Carbfix

Project Snapshot

Summary

Fuqua Daytime MBA students established a go-to-market strategy for the US.

The FCCP team did a fantastic job in analyzing the US market and providing valuable steps in regard to various frameworks, policy and infrastructure within certain areas of the market.

Carbfix
Client Team Member

Project Snapshot

Focus: Operations
Client: Carbfix
Industry: Environmental
Type: For-profit
HQ: Reykjavik, Iceland

Challenge

Carbfix is a carbon capture and storage (CCS) company based in Iceland. The company developed the technology to significantly speed up the time it takes to capture and store carbon via a natural process. Carbfix has proven its technology in several major projects in Iceland. With the passing of the Inflation Reduction Act, which earmarks billions of dollars of incentives for CCS technologies, Carbfix is now looking at ways to begin commercial operations in the United States. The FCCP student team matched to this project provided Carbfix with a comprehensive go-to-market strategy in select US states.

Approach

The FCCP student team analyzed state and federal policies, application and permit processes, and potential industrial customers who could benefit from their partnership. Students created a framework for evaluating potential future customers and revenue opportunities.

Recommendation

After considering carbon emissions, local geology, pipeline infrastructure, and the policy landscape, the FCCP students developed a scoring matrix to identify potential customers across various industries. The team identified resources within government agencies to help facilitate their deployment in the US. The students also recommended leveraging community involvement to share information and understand any possible concerns for neighboring populations.

About FCCP

The Fuqua Client Consulting Practicum is a for-credit experiential learning course at Duke University's Fuqua School of Business. In FCCP, students apply their business skills and relevant work experience to an active project engagement with an external client. Interested in engaging our students? Learn more at www.fccp.fuqua.duke.edu.