



CLIENT CASE / EV BATTERY SECTOR

Connecting the evidence behind an EV investment question

How Chinese-source research connected company, academic and leadership information for an investment assessment.



A research and strategy firm supporting an investment client needed more than a profile of a Chinese battery manufacturer. The assignment developed into a closer examination of leadership networks, institutional relationships and emerging technology collaborations. I connected the available evidence, clarified the purpose of follow-up questions and delivered a reasoned assessment with a clear distinction between facts and interpretation.

The client question

The client was a boutique market research and strategy firm working on an investor's assessment of China's EV supply chain. Its brief concerned a leading battery manufacturer's strategic partnerships, leadership profile and technology direction, including its positioning in emerging application areas.

The challenge was finding relevant evidence and interpreting the relationships it revealed. Relevant information sat across corporate disclosures, academic activity, professional backgrounds and industry discussions. The client needed those fragments interpreted together, with enough context to understand their significance for the investment question.





From a company baseline to a more focused enquiry

The first phase established a baseline on the company's operations and leadership. Follow-up requests then moved into the chairperson's network, technology collaborations connected with emerging applications such as unmanned aerial vehicles (UAVs), and the upstream supply chain. These were more demanding questions than a general company overview could answer.

As the brief deepened, I clarified the strategic intent behind individual requests rather than treating each as a separate search task. For example, the purpose of examining UAV collaborations mattered to deciding which relationships and evidence deserved attention. Detailed proposals, clear timelines and transparent capacity helped the client and me jointly reprioritise the work.

How the evidence was developed

The research brought together three complementary lines of enquiry. Each contributed a different view of the company; the analysis came from examining their connections.

01 Academic and enterprise relationships

I investigated collaborations with relevant institutions, reviewing joint laboratories, co-published papers and conference participation. This helped map research relationships, identify researchers and examine the company's possible technology direction. The enquiry went beyond noting that a collaboration existed to considering its relevance to the client's questions.

02 Leadership and institutional networks

I examined professional backgrounds, media appearances and alumni networks to understand leadership connections and strategic affiliations. Read alongside the corporate and academic material, this provided context for relationships that would be difficult to assess from an isolated biography or news item.

03 Cross-referencing and reasoned assessment

I connected information from company announcements, academic publications and industry forums to develop a reasoned view of potential strategic directions and partnerships. Verified facts remained distinct from professional assessment. The aim was a coherent account of the evidence, not a stronger conclusion than the material could support.

Keeping the interpretation proportionate

A research relationship or leadership connection can be relevant without establishing commercial adoption or a committed business direction. In this type of assessment, the distinction matters: a documented link, its possible significance and the questions it leaves open are different things. The case demonstrates that disciplined separation of evidence and judgement.



What the client gained

The client received clear, well-sourced intelligence addressing the investor's questions. It brought corporate, academic and professional relationships into a coherent account of the manufacturer's possible strategic direction, grounded in the available evidence. The value was in understanding those connections in context and their relevance to the assessment.

The engagement also developed beyond a single report into a continuing research relationship. Clear proposals, transparent communication and joint prioritisation allowed the research to follow the client's evolving questions while keeping its purpose explicit.

Connected context

Relationships and technology signals examined across different source types.

Transparent judgement

A clear distinction between documented facts and analytical interpretation.

Focused research

Follow-up enquiries shaped around the client's strategic purpose and priorities.

WHAT THE CLIENT VALUED

"Denise is as reliable as they come and is completely transparent about her work. I would highly recommend her to anyone looking for a deep-dive analysis into the Chinese/Asian business world."

Nick A.
Business Development Manager | United Kingdom
Market Research & Strategy Firm

Have a company question that a standard profile cannot answer?

Share the company, the decision you are considering and what remains unclear. We can discuss which research questions need to come first.

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