

## Fire Forward Consulting

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**Advisor(s):** Professor Girard

**Topic Title:** *FireForward*: Market Entry Strategy for PFAS-Free Firefighting Solutions

**Audience:** *GoGreenFire* (California-based firefighting solutions company)

### Sustainable Development Goal

**SDG #6:** *Ensure availability and sustainable management of water and sanitation for all.*

### Executive Summary

This project identifies a strategic growth opportunity for *GoGreenFire* by aligning its PFAS-free firefighting solution with a high-need, policy-driven market segment that it is not currently targeting. While *GoGreenFire's* mission centers on environmentally responsible fire suppression, its current market focus remains broad across commercial and industrial applications rather than concentrated on municipal fire departments facing immediate regulatory pressure. In states such as Massachusetts, ongoing removal of PFAS-containing firefighting foam has reduced environmental risk but created an operational gap in Class B fire response capacity. Many local departments, particularly smaller municipalities, previously relied on shared state foam resources that have since been removed or are no longer viable, while replacement systems remain fragmented and inconsistently deployed. At the same time, departments face barriers to adopting alternatives, including procurement complexity, cost, training requirements, and uncertainty around performance and compatibility.

This gap presents a clear, underutilized opportunity for *GoGreenFire* to reposition its product toward municipal fire departments operating under tightening PFAS regulations. We recommend a phased market entry strategy beginning in Massachusetts, using pilot programs with select departments to demonstrate performance, build trust, and navigate procurement pathways. While this approach requires upfront investment in training, distribution, and relationship development, it enables scalable growth through state-level contracts and broader regional adoption. By targeting this segment, *GoGreenFire* can capture early market share in a regulatory environment that is accelerating demand for compliant solutions, ultimately driving revenue growth while addressing a critical public safety and environmental need. This strategy offers strong revenue potential by targeting a policy-driven replacement cycle, where demand is not optional but regulatory-driven. Early entry into Massachusetts enables *GoGreenFire* to secure pilot contracts, build procurement relationships, and establish reference deployments that can be replicated across other states implementing similar PFAS restrictions. While fluorine-free foam alternatives exist, adoption remains fragmented due to performance concerns, training requirements, and procurement friction, creating an opportunity for *GoGreenFire* to differentiate through ease of deployment, compatibility, and targeted municipal positioning. Capturing even a portion of this transition market positions the company for scalable, recurring revenue tied to compliance-driven replacement demand.