

Market Validation

Problem/pain: Lack of visibility regarding CO2 emissions from industrial plants across Europe.

Pain Killer (value prop): A platform that provides **visibility** on past emissions using dashboards and **predicting** future emissions.

Target market: Mainly **Industrial Plant Operators**. Also, researchers, Environmental Consulting Firms.

Their needs:

- keeping track of their carbon footprint for financial purposes (carbon credits) and avoiding penalties.
- Meeting environmental standards to not be targeted by environmental organizations and governmental agencies.
- Managing risks associated with high carbon footprints (the need for proactive emission reduction)
- Attracting investors, partners and customers demanding transparency and sustainable practises
- The need for long-term strategies to achieve net-zero emissions and align with global climate targets.

How to engage with them?

Media channels:

- Radio
- Mailing
- Platforms like LinkedIn and X
- Newspapers and relevant Magazines
- Setting up Booths in relevant events/fair (industry, energy..)

How to measure their interest and validate our product?

We test the product by training the model on the potential customer's data, by scrapping their data or asking for it (the data could be a year's worth of data, and we can interest them by predicting emissions for example for the next two months and correctly doing so will interest them).

We can measure their interest by them sending a second batch of data to double check or by asking for an info session about the platform for their IT team.

Ressources:

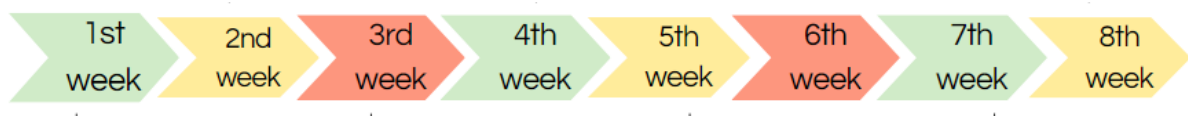
- Financial:

- Drive storage: 9,99 \$US/month for the first month (data acquisition)
- Reimbursement regarding transportation fees (in case members had to go for experts' interviews, marketing work like collabs or shootings.)

- HR:

- 2 full stack developers (they could be students)
- 2 data scientists (they could be students)
- 1 more member (preferably with an IT background) to focus the marketing strategy and as a facilitator to orient all efforts in the right direction.
- Experts: industry regulations (regarding green gasses emissions), marketing, senior data scientist or machine learning engineer to test the models and platform

The following action plan aims at guiding our team during the upcoming couple of months to test and validate our idea.



The first Month:

- ☐ First Week

- Platform conception(entities including users, authentications..) **3 days**
- Start developing the platform (knowing that we already have a template facilitating front end dev)
- Acquire more data
 - by exporting satellite data (knowing that we have already pinpointed our roi's and poi's, It just needs more members to export it, more storage and more time)

- using the rest of the data **1 day**
- Adapting the deep learning model to the data
- Train the model on said Data
- Work on the pipeline for both models
- Power BI workshops (knowing that I already have them saved and would love to share them with my teammates) **2 days**
- Create a database of **experts**(to develop, how to validate?experts in what?), **potential** customers the database of refineries/factories is a great start) and stakeholders.
- ☐ **Second Week**
 - Start contacting experts for consultations and work on the platform more.
 - Continue with technical stuff from last week (integration+platform dev)
 - Continue adding to our database of customers and stakeholders.
- ☐ **Third Week**
 - Exporting the models and integrating them in the platform
 - Testing with experts (showing results, loss function, comparison graphs, platform..)
 - Working on a marketing strategy (customer segmentation, profiling, branding..)
- ☐ **Fourth Week**
 - Start work on chosen media channels (posting the problematic, focusing on the pain, the needs..)
 - Start contacting potential stakeholders to secure partners and collaborators for more media coverage. (our member Ons can get us on either IFM or Mosaïque radio channels as bonus and as a great starting point)
 - Start contacting potential customers
 - Apply changes to the platform according to experts' advice.
- ☐ **Fifth Week**
 - Continue contacting customers (email, phone calls, scheduling meetings..) to pitch the idea and show promising results
 - Having at least 1 contract with a collaborator for more media coverage and to attract more stakeholders.
- ☐ **Sixth Week**
 - Finalizing the platform (focus on its scalability to ad data, users and services)
 - Having at least tested the platform with 5 customers and having their feedback and suggestions.
- ☐ **Seventh Week**

- Having secured at least 1 contract with a customer.
- Following the marketing strategy

☐ **Final Week**

- More media Coverage(having posted about the idea and the features and functionalities of our solution)
- Having attended an international fair/event to attract customers from the European market with positive feedback from customers as testimonial.

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