horizontal line

Project Initiation Document: Bioceramics

# PROJECT DETAILS

**Team members**: Elena Gelžinytė, Spyros Ploussiou, Omar Darwish, Akhila K Jayaram

**Inventor:** Gareth Roberts (Cambond)

**Supervisor:** Peter Howarth

# PROJECT BRIEF

The overall aim of the project is to assess how Cambond can position their eco-friendly and economical bioceramic material in order to enter the UK flame retardant material market. To achieve this, we will conduct market research to analyse possible competitors, patents and price points. We will also assess public perception around sustainability and materials derived from waste streams - this is both valuable to analyse appropriateness of value-based pricing strategies and marketing channels for potential customers.

# PROJECT SCOPE

**Product:** We are going to include the flat bioceramic board as the main product for this project. We will not be considering any further processed products in the project scope.

**Market:** We will only be considering the UK market for this project. Further, we will understand the competitor landscape in the market.

**Customers/Partners:** We will analyse the business-to-business route (B2B) route as the primary customer base. In this base we will segment the businesses into two categories:

* **Partners:** Potential manufacturers Cambond can license their technology to or enter into a joint venture. This is key to bring the technology to the UK as Cambond are currently manufacturing their product in China.
* **Customers:** This would include institutional purchasers of building materials such as construction firms or large stockists of construction products such as B&Q.

**Intellectual Property:** We will consider how unique Cambond’s current technology is in relevance with the patent landscape of similar materials. This will help us to assess whether similar products exist, which would further impact pricing and marketing strategies.

**Public Perception:** We will also take into consideration how the public perceives the use of waste stream materials - whether Cambond’s products would receive a positive response due to the sustainability aspect or a negative response due to the fact that fly ash from coal sources is used in the product. This would help influence marketing strategies and also help understand if Cambond should use fly ash from biomass sources as an alternative.

# PROJECT DELIVERABLES

* 3000 word report on market feasibility
* 2-minute video infomercial on product
* 5-minute pitch on product

# PROJECT METHODOLOGY

## Workstreams and Schedules

| **Workstream** | **Description** | **Proposed Deadline** |
| --- | --- | --- |
| 0 | Understanding the product, defining the market scope | w/e 20th December |
| 1 | Understanding the current market segmentation and existing competitors | w/e 10th January |
| 2 | Analysing gaps in current market and opportunities for Cambond | w/e 17th January |
| 3 | Looking at various aspects of marketing mix (4Ps - Product, place, promotion and price), regulatory regimes | w/e 31st January |
| 4 | Final recommendations for product positioning - Flame retardant board still viable or does Cambond need to pivot? | w/e 7th February |

## 

## Supervisor Meetings

| **Supervision No.** | **Potential Date for Supervision** | **Proposed content for discussion** |
| --- | --- | --- |
| 1 | W/c 14th December | Review PID and preliminary topics for research |
| 2 | W/c 18th January | Discuss the first draft of the commercial feasibility report; plan of action for pitch deck and video |
| 3 | W/c 15th February | Final drafts for report, pitch deck and video |
| 4 (if possible) | W/c 22nd February | Any final revisions prior to submission |

## Inventor Meetings

| **Meeting No.** | **Potential Date for Meeting** | **Proposed content for discussion** |
| --- | --- | --- |
| 1 | W/c 11th January | To share initial findings and identify gaps in research |
| 2 | W/c 25th January | Discuss the first draft of the commercial feasibility report |

# TEAM DYNAMICS

## Time Commitment

| **Team Member** | **Time Commitment** | **Additional Notes** |
| --- | --- | --- |
| Akhila | 5-7 hours per week | Has two other volunteering commitments that take 3-5 hours per week |
| Spyros | 5 hours per week | Unable to spend more than 8 hours per week due to Masters degree and extracurricular activities |
| Elena | 4 hours per week | Able to spend a bit more time around deadlines, but busy with other commitments otherwise |
| Omar | 5 hours per week | Could potentially do 8 hours per week between December 14th-29th |

## Team Lead

The team had a discussion on who would be responsible for this role. We discussed how much time each of us could contribute to the project and decided on Akhila as the team lead through consensus.

## Team Communicator

The team communicator role was chosen in a similar manner to the team lead. Spyros enthusiastically expressed his interest for the role and the other team members were happy for him to take up this role.

We decided that internal team communication would occur through Slack and any communication with the supervisor/inventor would occur through email. Additionally, we will be using Trello to track progress on individual tasks.