**Project Initiation Document: Bioceramics**

Deadline: 12pm 14th December, Monday

* Have a draft by Monday (7th) Morning
* Send an email (with the draft) to inventor and supervisor to agree on the time of first meeting

**Project Name: Bioceramics**

Names of student team members: Elena Gelžinytė, Spyros Ploussiou, Omar Darwish, Akhila Kadgathur Jayaram

TODO:

* Add IP
* Remove ceramics
* Other possible competitors
* Waste-strem awareness
* Narrow down scope
* Add stuff from the minutes

**Questions and points to clear up at the first meeting on PID:**

* What are the properties of the material, what’s the most physically similar product?
* What product should we concentrate on?
* What should be the market niche?
* What’s the target audience?
* How flexible is their technology with regard to feedstock?
* Can we have more than three supervisions/two inventor meetings?

**Project Brief**

(this is a short statement of what your team intends to research and deliver for the project)

We aim to research the current market for flame retardant construction materials and ceramic tiles in the UK and assess how Cambond can position their eco-friendly and economical bioceramic material in order to enter the UK market. Also, we plan to investigate how to best position the products in question (i.e targeted marketing), we would look at the degree of awareness in sustainability and need for less toxic products in the relevant market. Finally, might take into account any considerations/issues (public perception, premiums that can be charged) that arise from using waste streams to produce the sustainable product.

**Project Scope**

(succinctly explain what you consider to be in scope and out of scope for the project in the given research)

Some of our thoughts on what could be the scope of this project (market niche, target audience).

Suggestion 1:

Product: fireproof alternative to medium density fibre board

Route 1: B2B -> companies building large-scale commercial buildings and/or multi-apartment housing -> companies needing to comply to strict fire safety regulations -> Mainly UK

Route 2: B2C -> (New) homeowners -> homes in fire-prone areas -> (possibly) strict fire safety regulations -> (possibly) innovation-savvy regions -> California, Australia, South African Republic

Suggestion 2:

From my understanding there could be two defined pathways for producing 2 different classes of products:

* PMS, lignin components and their cambond resin → Boards and panels for construction
* Cambond resin, ash and fibrous biomass → ceramic type products

Suggestion 3: Focus on both general and niche applications of flame retardant materials:

* External cladding
* Internal use for walls (hardboard and plasterboard)
* Flooring
* Roofing
* Fire resistant doors (particularly important for offices, labs, hospitals, schools, apartments, warehouses, retail sector)
* Containers/cabinets to enclose flammable materials
* Casing for electric meters (usage in energy industry)

In scope:

* Understand technology: cambond resin, and current technology for construction
* Understand IP, patents, and so on
* Possible applications in the market
* Interview people
* Market research again
* Make business model canvas
* Business Plan
* Interview people
* Marketing

Out of scope:

* Cosmetics
* ??

**Project Deliverables**

(after reading the student handbook check your team’s understanding of the project deliverables. Explain what you hope to deliver.)

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

**Project Methodology**

(explain how the team intends to go about the project work including work streams and deadlines. You may provide a Gantt chart or similar).

Work Stream 0: Understanding the product, defining the market scope

Work Stream 1: Understanding the current market segmentation and existing competitors/key trends

Work stream 2: Analysing gaps in current market and opportunities for Cambond

Work stream 3: Looking at various aspects of marketing mix (4Ps - Product, place, promotion and price), regulatory regimes

Work stream 4: Final recommendations for product positioning - B2B or B2C? Flame retardant board still viable or does Cambond need to pivot? Do we focus on flatboard or finished products?

Todo: subdivide these into sub-tasks and relate to how do these relate to the sections that the commercial feasibility report is expected to have. Agree between ourselves who (single/pair/..) would want to work on each task in each work stream.

Supervision times:

1st: week starting on 14th December.

2nd: half-way through, on weeks starting 18th January. Discuss: first draft of the commercial feasibility report; plan of action for pitch deck and video

3rd: two weeks before pitch night - a week starting on 15th . Discuss: Final drafts for report, pitch deck and video

4th: a week before pitch night - week starting on 22nd February (Pitching workshop on Wed 22nd Feb)

Inventor meetings:

1st: Before 2nd supervision

2nd: After second supervision

**Time Allocation**

(agree how much of each team members personal time can be spent on the project. This is so everyone is clear on what other demands there are on their time. Add each team member’s name and a line of explanation).

Akhila: can spend 5-10 hours per week, have two other volunteering commitments that take 3-5 hours per week

Elena: The handbook suggests 50 hours in total for the research bit and there’s roughly 12 weeks until 3rd of March, so not taking into account lectures and supervisions that leaves 4ish hours per week. I expect to spend some more time before the deadlines, but otherwise I would be reluctant to spend more time than that.

Spyros: Can spend approximately 5 hrs per week excluding supervisions and workshops. Can’t do more than 8 hrs due to other masters degree and extra-curricular activity commitments

Omar: 5 hours per week would be ideal, December 14th to 29th probably even 8 hours per week

**Team Lead**

(who will be your team lead? How did you settle on this person? The task for the team lead is to press through the project methodology and keep everyone to schedule. The lead is not there to influence or control the direction of the project. They are providing a team service).

Akhila

**Team Communicator**

(who will be your team communicator? How did you settle on this person? Describe how you plan to communicate within your team, with your supervisor and your inventor).

Spyros