Things to consider

* We divide our efforts into **gypsum-based boards** and **cement-based boards**:
  + Product characteristics
  + Features needed to meet UK flame retardant specifications
  + Market segmentation
  + Pricing strategy of competitors
  + IP considerations
  + Questions for primary research - builders merchants, quantity surveyors
    - Key criteria for selecting a product - regulatory requirements, pricing, customer requirements
* Residential vs commercial segmentation - demand forecasting

**Note: Focus only on the UK**

Spyros: Cement-based boards and residential vs commercial segmentation

Elena: Regulatory perspective of flame retardant boards (do any regulations change because of the Brexit; are there differences across GB/UK?) + supplement product characteristic research

Omar: Pricing strategy of competitors, primary research questions

Akhila: Market analysis, IP considerations

Potential points for next time (7th January, 7pm):

* Ideas on business model canvas
* SWOT analysis