**General Information**

So at this point we have enough information to start contacting stakeholders and gather information about what is the state of the market for this product and what other features would the market want.

**Key Stakeholders:**

* Current clients of CKJ: We will wait for them to provide us with them.
  + Novo Nordisk Kalundborg (Flemming Jensen 24632004, Daniel Jeppesen 30390214, Zlatko Brnjak 30752329)
  + BioPro (Svend Licht will return with contact information’s)
  + Biogen Idec (Okechuku Anosike 4170 3578)
  + Xellia Pharmaceuticals (Rami Monem 32645500)

We haven’t contacted them yet, so we need to coordinate before you contact them.

* Competitors: We can call them to get to know pricing and features they have implemented.
  + Krüger Aquacare and RECI
* Possible clients: Think of industry sectors where this is needed. Call them and get information to see how big the market is and which would be the features needed.

**Key advantages:**

* **Safety safety and safety**: Our highly trained staff and digital safety measures will lower the risk of any accident which would damage the pipes, the workers or contamine the product. Examples:
  + Wrong acid-base concentration. TODO: Find easiest way to have a sensor for acid concentration.
  + Wrong pressure or temperature.
  + Wrong duration of the procedure.
* **Digitalization**: Automatic reports fed with data from the sensors of the machine. Create website as well.
* **Maintenance + Monitoring + Cloud**: Possible feature of implementing a system where we sample the values of the sensors every X seconds and we send them to a device connected through the internet which will display them. This is useful for:
  + Real time monitoring of the process to detect a failure as early as possible.
  + Over time the performance of the machine could vary. Obtaining this data would allows us to quantify it and determine when something is going wrong.
* **Mobility**: Our machine fits through a standard door which allows it to access most of the valves in your company.
* **Short-Response time:** Due to the lower dimensions of the machine, the time to load it and take it to your company is short.
* **Legal Responsibility**: A contract should be before the process starts assuring that the water provided meets the requirements.
  + about Terms and Conditions, when offering the product on a time and material basis, we need to cover us self about third part damage.
* **Patented technology.**
* **25 years of Experience, trusted by the Pharmaceuticals. Link to website and flyer.** One of our advantages is working in a closed market where trust and high performance and reliability are more important than money. It is a market hard to be entered by new companies.
* **We can offer visit to the company and see the machine working.**
  + **we need one week to plan the visit. In about 6mdr we will have a stationary system placed in Køge.**
* **LIST OF PROCEDURES WE CAN DO:**
  + **You can find the FDA standards on the net, (Michael can you support with existing procedures)**
* Limitations of the machine and any important parameters that we should know about.(Maximum volume, response-time, types of pipes we cannot clean and procedures we cannot perform...).
* Please contact Michael about capabilities for the machine.

**Encourage an IT partner. As project from Courses.**

**The business model we offer is servitization:**

* Transportation of the machine and workers to the company.
* Usage of the machine.
* We provide all the data regarding the cleaning process.
* Things they do not need to worry about because of servitization:
  + Maintenance of the machine.
  + Risk of misuse due to un-expertise.
  + Managing the data and reports.
  + Updates in the legal regulations.

**Costs service:**

They should pay for different things:

* Annual partnership money: We would use it to update the machine to fit changing regulations and maintenance and so on.
* Usage of the machine money: If they use it more, then they should pay mode.

We could propose both a partnership and a non-partnership where the price o usage would increase in the later.

**Things to do for today:**

* Create list of companies to contact, maybe also with some contact found from Linkedin.
* Create the list of technical specifications that the machine can do, such as the procedures.
* Use the Fakturas from the company to have an initial idea of the prices and create an initial pricing proposition. Of course taking into account our costs.

**Benefits of Membership:**

* Cheaper cost of usage
* More services related to the handling the data and reports.
* Influence future features implemented.

The first time they use the machine they can get discount.

Options of paying by months instead of huge payment yearly.

**Our costs:**

Manufacturing around 1mill Dkr. Maintenance 35-50.000 Dkr/year in calibration, and around 50.000 Dkr service operation cost. More in service/operation cost. Chemistry is not possible to put a price on, we often offer that as time and material. Transportation based on distance, time rate for staff and truck.

**Goals for this week**

* **Finishing proper pricing models based on assumptions.**
* **Call our first shitty companies to fail ASAP.**
* **Arrange meeting with the contact from CKJ.**
* **Create flyer describing project to attract an IT guy.**
* **Ask Michael for example procedures that we can perform**

**How to do a call**

* **Who are you** ? You are calling from DTU and you are developing a high-tech cleaning machine for pipes to increase safety, introduce digitalization and reduce costs in the industry. You are collaborating with CKJ Steel, a Danish company with 25 years experience in the field.

If this does not really work, say you are a student as a last shot !

* **What do you have** ? You have already 3 prototypes working of this super cool machine and we would like to improve them further, tailoring the improvements according to the company needs. (that will get their penis hard, people want to believe they are influencing stuff)
* **What do you want ?** You want information about the size of the market and establishing a first contact as future customer.

**What information we want to obtain ?**

* Are they a possible customer ?
* How big their piping system is ?
* How often do they clean it ?
* What type of service (features) do our current competitors offer ?
* Prioritise our possible features to develop:
  + Digitalization
  + Sensors for acidity.
* How much do our competitors charge ? This could be addressed by first stating more or less how much we would be charging from our pricing model and then see how they react.

If they are interested and you are requested to tell them more information about the machine then there are a lot of points in **Key advantages.**

No matter how the call goes, **aim to get an email address** to send our template email with further information regarding:

* Who we are
* The key advantages of the machine
* The flyer with info
* The website if we have one.

**Report from meeting with DTU Test Facilitiy manager, 26.02**

Guy with 30 years of working experience in pharmaceutical industry. We presented our product and business idea. Outcomes:

* Big players have their stationary CIP systems built in for those stable processes that they do often and they will probably not be interested in our services for those systems that already have a CIP. But they might be interested in using it for the validation of smaller systems for which they have not built a dedicated CIP. It seems that they are more interested into buying the machine than into paying for a service, we could look up into different servitization approaches like: “we sell them the machine and we offer maintenance and updates”. Also we could offer an emergency purpose partnership in case some day their CIP do not work properly.
* Small companies might be our customer. It it would be too costly for them to buy big CIP system, they might be willing to outsource it.
* We should seek for organisations gathering pharma representatives, and try to get info from them, instead of approaching companies one by one.
* From the manufacturing site, 3-7 days is how long one runs production of same unit. After that you need to clean. Cycle is around 6 hours.
* There are at least 3 more moveable CIP units, he found easily. We should investigate.

**Meeting with Rene**

150 l, movable easy

around august.

buying

Sten larsen - new guy who overtaken him,

How soon can we build new one? How

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**Meeting with 03.09, CKJ and stuff.**

**To talk about**

* spectroscopy
* Meetings we had
* Client we found?
* Funding, food especialyy and others.

BrainStorming

Virginpipes

RebootPipes

Shinypipes

safetyfirst

safepipes

digitalpipes

bitpipes

vanillapipes

shinningpipes

make your pipes clean again.

Mr piper.

Team 32

Team dirtytubes

The pipeliners

Pipe polishers

Remove the articles form your pipes.

pipes&vessels.

Link with FDA docs (Maria):

<https://www.fda.gov/Drugs/GuidanceComplianceRegulatoryInformation/Guidances/ucm064971.htm>