

PU Observatory Summary

1. Product Vision

The **Polyurethane Industry Observatory** is a structured PU industry intelligence system — not a newsletter and not a pricing service. It delivers curated, repeatable **insights, briefings, and signals** across the **entire polyurethane value chain**, on a defined cadence.

The product is designed for decision-makers who need clarity, not noise.

2. Core Product Logic

The product is built around three user-controlled dimensions:

1. **Deliverables** – what type of intelligence is delivered
2. **Scope** – how broad the monitored universe is
3. **Cadence** – how often intelligence is delivered

The final configuration automatically determines the subscription tier and price.

3. Deliverables (All 11)

We will keep the full set of **11 deliverables** originally defined for the Observatory:

1. **Company News Tracking**
2. **Regional Market Monitoring**
3. **Industry Context & Insight**
4. **PU Value-Chain Analysis**
5. **Competitive Intelligence**
6. **Sustainability & Regulation Tracking**
7. **Capacity & Asset Moves**
8. **M&A and Partnerships**
9. **Early-Warning Signals**
10. **Custom Alerts & Updates**
11. **Executive-Ready Briefings**

These deliverables cover detection (news), interpretation (context), decision support (competitive/capacity/M&A), governance (regulatory), and delivery formats (alerts/briefings).

4. PU Value Chain Definition

Value-chain links are defined by **roles in the PU ecosystem**, with two clarifications: - **Moulders are included under foam manufacturers** (they produce PU foam components) - **Chemical manufacturers** refers to **all chemicals needed in PU materials** (not only isocyanates/polyols)

Value-chain links: - **Chemical manufacturers** (all PU-relevant chemicals) - **System houses** - **Foam manufacturers** (including moulders producing foam components) - **Converters** - **End-use manufacturers** (e.g., mattresses, automotive seating/components)

5. Scope Configuration (Key Differentiator)

Users configure scope by selecting: - Companies - Regions - Value-chain links

The system automatically assigns a scope package:

Package	Companies	Regions	Links
Starter	20	1	1
Medium	40	2	2
Pro	75	4	4
Enterprise	Custom	Custom	Custom

Users can reduce scope to reduce price, creating transparency and self-selection.

6. Cadence & Pricing (Final)

Pricing is **per user, per month**, with cadence reflecting urgency and depth.

Cadence	Price (USD / user / month)
Monthly	\$19
Weekly	\$39
Daily	\$119

Cadence pricing is a value lever, not cost-driven.

7. Cost Model & Economics (Simplified)

Assumptions: - OpenAI cost: \$0.50 per report - Fixed internal tools: \$45/month (shared across all users) - One internal seat

Key outcomes: - Worst-case break-even: **3 monthly users** - Costs drop rapidly as users scale - Monthly operating cost remains stable regardless of cadence mix

8. Profit Targets & Subscription Mix

Contribution margins (before fixed cost): - Monthly: \$18.50 - Weekly: \$36.83 - Daily: \$104.00

Target profit: **\$1,000/month**

Achievable via: - ~11 Daily users, or - ~29 Weekly users, or - ~57 Monthly users, or - realistic mixed combinations

9. Sales Model & Growth Assumptions

Constraints: - Max 10 approaches/day - Primarily warm network + careful LinkedIn use - Reachable population: 3,000–4,000 people - Conversion rate (approach → paid): ~2%

Resulting dynamics: - ~217 approaches/month - ~4–5 new subscribers/month - ~\$196 new monthly recurring profit added per month (average mix)

10. Timeline to First Target

- ~\$1,000/month profit reached around **month 6**
 - ~\$2,000+/month profit around **months 10–12**
 - Achieved without network saturation
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11. Brand & Positioning

Product name: Polyurethane Industry Observatory

Tagline: *Insights, briefings, and signals across the PU value chain*

Positioning: - Institutional - Editorial + analytical - Distinct from newsletters and pricing intelligence services

Publisher: Curated and published by **Global NewsPilot**, a division of **HTC Global**

12. Strategic Status

At this stage, the project has: - A defined product architecture - Clear pricing and economics - A credible go-to-market model - A durable institutional brand

Remaining future work includes UI implementation, onboarding flows, content operations, and scale strategy.