# Initial Project Charter – Perfect Purifiers LLC (HEPA Purifier Redesign Project)

**1. Project Title:**

Next-Gen HEPA Air Purifier Development

**2. Project Sponsor:**

**Valerie Kumar** (Sponsor for all product initiatives; responsible for funding approvals)

**3. Product Manager:**

**Robert Winston** (Assigned from Operations to lead the product effort)

**4. Team Members & Roles**

| **Name** | **Role** | **Responsibility** |
| --- | --- | --- |
| **Sylvia Sanders** | Marketing Lead | Market research, positioning, value proposition |
| **Hiroshi Tanaka** | Lead Engineer | Technical feasibility, prototype development |
| **Ram Chopra** | Design Lead | Physical design, usability, filter structure |
| **Maggie Jones** | Product Owner | Feature prioritization, user feedback integration |
| **Sarah Newton** | Project Management | Timeline management, risk mitigation, coordination |
| **Raul Hernandez** | Operations Lead | Distribution strategy, supply chain and logistics |

**5. Objective:**

To design and develop a new HEPA air purifier line that addresses key consumer pain points such as odor removal, VOC filtering, ozone-free operation, reduced noise, affordability, and wide-area coverage. The goal is to produce **three purifier models** by June and prepare for summer market launch.

**6. Scope:**

* Design and develop **three purifier prototypes** (Basic, Better, Ultimate)
* Integrate at least **five enhanced features** across product line
* Focus on **consumer health, safety, efficiency**, and **market readiness**
* Prepare for beta testing and commercialization within 6 months

**7. Constraints:**

* Initial development budget: **$30,000** for Conceive & Plan phases
* Full prototype build cost estimate: **$80,000**
* Launch deadline: **June 2026** (Design in Jan–Feb; Dev in Mar–May; Testing in June)

**8. Risks Identified (Initial):**

* Engineering and supply chain delays
* Component cost overruns
* Distribution channel pricing volatility
* Potential for over-complexity in premium model

**9. Key Success Criteria:**

* Completion of **all three prototypes** by June
* Alignment of features with **top customer demands**
* Business case showing >**200% IRR** and $200K/year in returns
* Positive beta feedback and production readiness by end of Q2

**10. Meeting Schedule:**

Team to meet **every Tuesday afternoon** to track status, resolve blockers, and align cross-functional plans.