

Business planning exercise

- Waterproof
- fire resistant
- resistant to UV's pollutants, chemicals, roots
 - tear and puncture resistant
 - flexible
 - expected to last for around 25 years
- manufacturable in a variety of colours and finishes
- a possible base layer for photovoltaics (solar cells/panels)

Business planning exercise

- Is this product a basis for a viable business?
- Is it patentable?
- Would you patent it?
- Who would buy it?
- How would you get customers?
- How would you get it made?
- What gross margin would you expect?
- Scope and assess the feasibility of the different product development options including sales and marketing
- How much funding do you think you would need and how would you raise it?