

<p>18 October 2024 1.45 pm – 3.45 pm (120 mins)</p>	<p><b>Collaborative Action Planning Session</b> Innovating with Nanofibers: A Brainstorm Workshop on Commercialization and Environmental Impact</p>
<p><b>Question 3:</b></p>	<p style="text-align: center;"><b>Nanofibers for Advanced Water Filtration in Marine Conservation</b></p> <p><b>Brainstorm uses of nanofiber technologies in filtering out pollutants, microplastics, and harmful substances from marine water bodies.</b></p> <p><b>Prioritize innovation in filtration efficiency, cost-effectiveness, and environmental impact to support marine conservation efforts.</b></p>
<p>Example Objective:</p>	<p>How nanofibers can be used in water filtration systems to remove pollutants from marine environments.</p>
<p>Example End Goal</p>	<p>Design a nanofiber-based water filtration product that meets environmental standards and can be commercialized for industrial or governmental use.</p>
<p>Example Discussion Prompts:</p>	<p>1. What pollutants should these filters target (e.g., microplastics, chemicals)?</p>
	<p>2. How can we make this filtration technology cost-effective for widespread use in oceans, rivers, or harbours?</p>
	<p>3. What industries would benefit from adopting this filtration technology, and how can we market it?</p>
<p>Additional group discussion prompts: Here are prompts to guide discussions on market demand, target customers, cost factors, and regulatory challenges for each idea:</p>	
<p>Market Demand</p>	<ol style="list-style-type: none"> <li>1. What current market needs or problems does this idea address?</li> <li>2. Is there a growing demand for this type of product or solution? Why or why not?</li> <li>3. How urgent is the need for this solution in the market?</li> <li>4. What industries or sectors would benefit most from this innovation?</li> <li>5. Are there any similar products already in the market? How does our idea compare?</li> </ol>
<p>Target Customers:</p>	<ol style="list-style-type: none"> <li>1. Who would be the primary users or buyers of this product?</li> <li>2. What customer pain points does this idea solve?</li> <li>3. What customer segments (e.g., industries, regions, demographics) should we prioritize?</li> <li>4. How will this product appeal to both B2B (business-to-business) and B2C (business-to-consumer) markets?</li> <li>5. What value proposition will attract potential customers?</li> </ol>
<p>Cost Factors:</p>	<ol style="list-style-type: none"> <li>1. What are the major cost drivers for producing this product?</li> <li>2. How can we keep production costs low while maintaining quality?</li> <li>3. What is the potential pricing range for this product?</li> <li>4. How will our cost structure compare to competitors?</li> <li>5. Are there any economies of scale that could reduce costs over time?</li> </ol>
<p>Regulatory Challenges:</p>	<ol style="list-style-type: none"> <li>1. What environmental or safety regulations could impact this product’s development and commercialization?</li> <li>2. Are there any certifications or compliance requirements we need to meet?</li> <li>3. How could government policies or industry standards affect market entry?</li> <li>4. What are the potential barriers to approval in key markets (e.g., FDA, EPA, EU standards)?</li> <li>5. How can we address or overcome regulatory hurdles early in the development process?</li> </ol>

Action required: Use the template provided to detail and submit your proposals