18 October 2024 1.45 pm – 3.45 pm (120 mins)	**Collaborative Action Planning Session** Innovating with Nanofibers: A Brainstorm Workshop on Commercialization and Environmental Impact
Question 1:	**<u>Nanofibers for Marine Environment Cleanup</u>** **Explore the potential of nanofiber materials in absorbing oil spills and other pollutants like microplastics in marine environments.** **Focus on developing efficient, scalable, and eco-friendly solutions that allow the deployment of nanofiber materials in mitigating environmental disasters or used in preventative maintenance of coastal areas.**
Example Objective	Explore how nanofibers can be engineered to absorb oil spills more effectively than existing methods.
Example End Goal	Develop a concept for a nanofiber product that is scalable, cost-effective, and eco-friendly.
Example Discussion Prompts:	1. How can we design nanofibers to absorb oil faster or more efficiently than current materials?
	2. What would the cost of producing these nanofibers be, and how can we make it commercially viable?
	3. How can we ensure these fibers are environmentally safe after use?
Additional group discussion prompts: Here are prompts to guide discussions on market demand, target customers, cost factors, and regulatory challenges for each idea:	
Market Demand	1. What current market needs or problems does this idea address? 2. Is there a growing demand for this type of product or solution? Why or why not? 3. How urgent is the need for this solution in the market? 4. What industries or sectors would benefit most from this innovation? 5. Are there any similar products already in the market? How does our idea compare?
Target Customers:	1. Who would be the primary users or buyers of this product? 2. What customer pain points does this idea solve? 3. What customer segments (e.g industries, regions, demographics) should we prioritize? 4. How will this product appeal to both B2B (business-to-business) and B2C (business-to-consumer) markets? 5. What value proposition will attract potential customers?
Cost Factors:	1. What are the major cost drivers for producing this product? 2. How can we keep production costs low while maintaining quality? 3. What is the potential pricing range for this product? 4. How will our cost structure compare to competitors? 5. Are there any economies of scale that could reduce costs over time?
Regulatory Challenges:	1. What environmental or safety regulations could impact this product's development and commercialization? 2. Are there any certifications or compliance requirements we need to meet? 3. How could government policies or industry standards affect market entry? 4. What are the potential barriers to approval in key markets (e.g., FDA, EPA, EU standards)? 5. How can we address or overcome regulatory hurdles early in the development process?

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