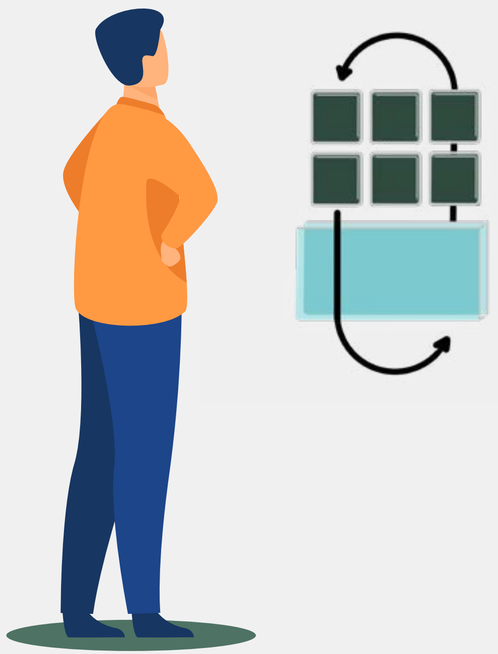
GREEN · flow



INTERIM PRESENTATION

ALINA Röhe . ROSE-FARAH Blomme . THOMAS Hidding . ZOÉ Domissy . ZUZANNA Marta Dylik

isep Instituto Superior de Engenharia do Porto
P.PORTO

OUR TEAM

International & multidisciplinary

Alina Röhe
Mechanical Engineering - Germany

Rose-Farah Blomme
Product Development - Belgium

Zuzanna Marta Dylik
Civil Engineering - Poland

Thomas Hidding
Chemical Technology - The Netherlands

Zoē Domissy
Packaging Engineering - France

THE PROBLEM

That is related to our product

- Environmental damage -

- Exhaustion of natural resources -

- Pesticides and other chemicals -

- Unknow food origins -

THE 4 FUNDAMENTALS

Sustainable

We want to develop a product that has a green aspect both in its production and its use.

Trustworthy

Since it is a product that people use themselves. the user knows where everything comes from and trust is created.

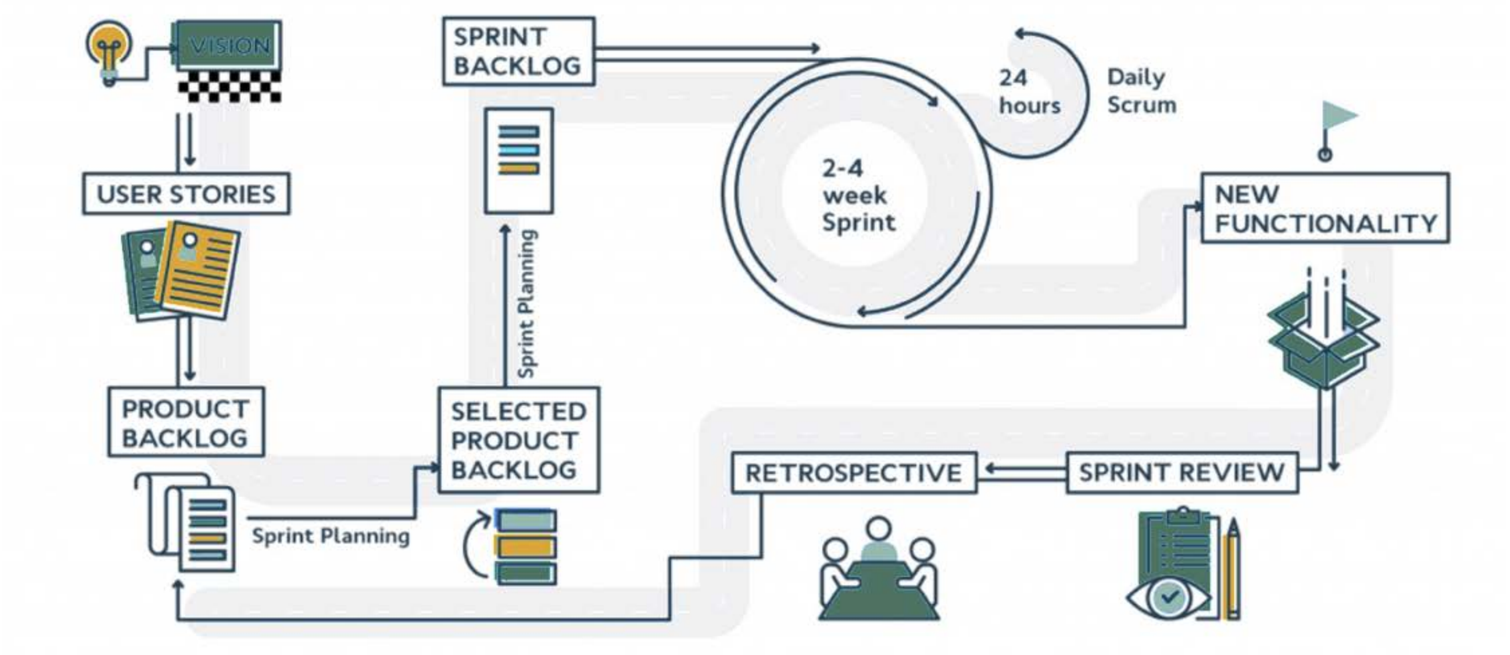
Modularity

We want to offer the end user various options that are suitable for the circumstances in which they want to bring the product .

User Friendly

How the product is constructed and designed gives the user indications of how to use the device and system.

PROJECT MANAGMENT



SCOPE

TIME

COST

QUALITY

PEOPLE

COMMUNICATION

RISK

PROCUREMENT

STAKEHOLDERS

WBS

Work Breakdown Structure

ALGAE & FISH FARMING

INITIAL

- Research
  - State of the Art
  - Sustainability
  - Ethics
- Planning
  - Global Sprint Plan
  - Gantt Chart

DESIGN

- Digital
  - Black Box Diagram
  - Structural Drafts
- Physical
  - List of Materials & Components
  - Prices & Providers

INTERIM

- Report
  - Introduction
  - Project Management
  - Sustainability
  - Project Development
- Presentation

EXECUTIVE

- Materials & Components
- Prototype

TEST

- Simulation
- Functional
- Improvements

FINAL

- Visuals
  - Leaflet
  - Poster
  - Video
- Presentation
- Report
- Prototype

MARKETING PLAN

Product SWOT-analysis

STRENGTHS

Spirulina as a superfood

Decoration by using modern design

Provides a secure source of nutrients in times of crisis

Green aspect in production and use

WEAKNESSES

Existence of cheaper food supplements on the market

Size of aquarium must be sufficient to keep the animals in a species-appropriate manner

Product only possible with animal husbandry

OPPORTUNITIES

Relief of nature

Dissemination of knowledge about algae as a source of food

Reduction of transport ways

Highlighting problems in the food industry

Creates awareness for sustainability

THREATS

Lack of customer interest in algae

Good price/quality ratio may not be possible

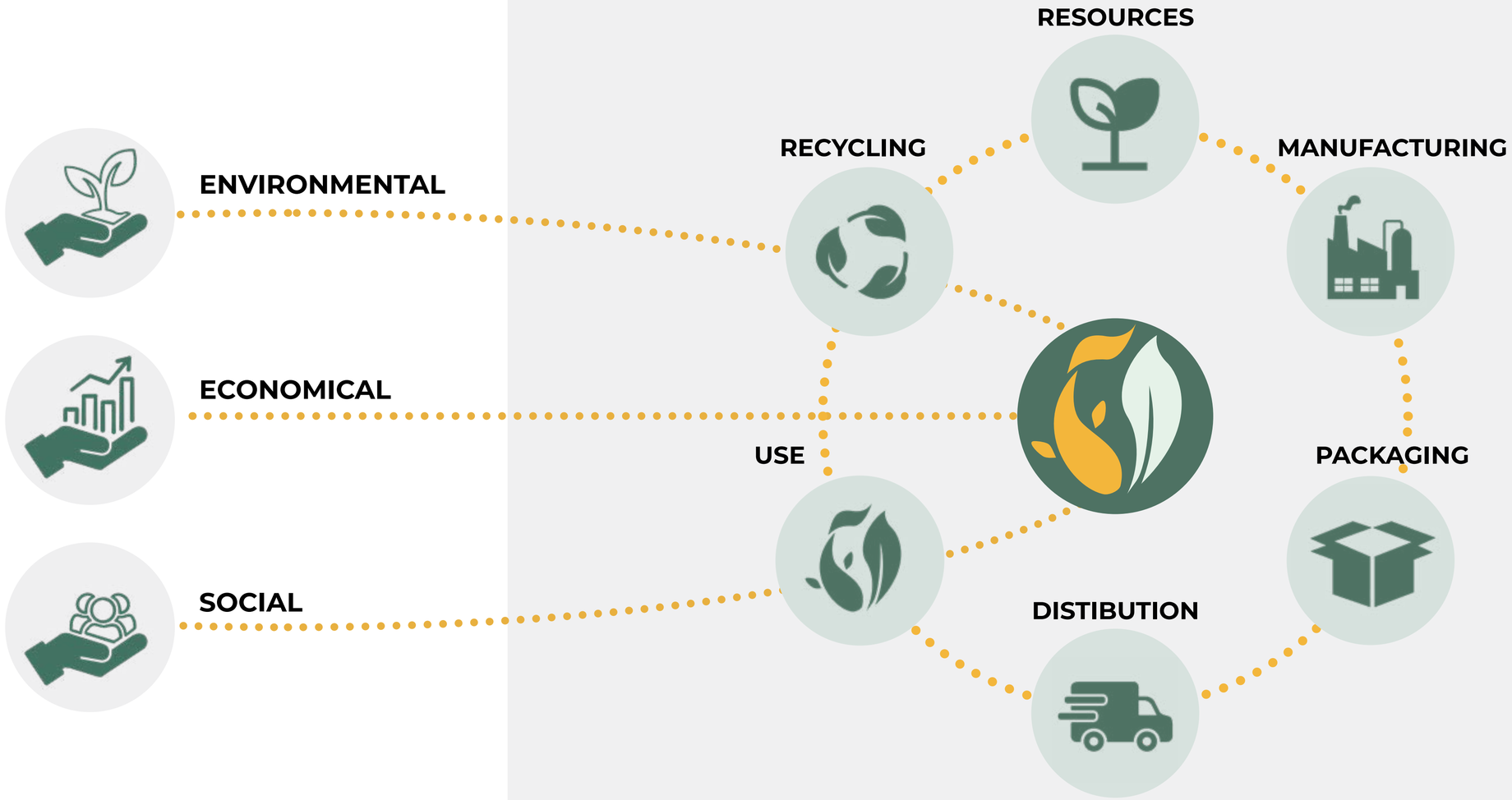
THE TARGET GROUP

“Being green is more than just buying ‘eco’. It’s an unshakable commitment to a sustaina-ble lifestyle.”

ECO-EFFICIENCY MEASURES

FOR SUSTAINABILITY

Apply eco-efficiency to the three aspect to define the most sustainable outcome possible



ETHICAL & DEONTOLOGICAL

Concerns

ENGINEERING

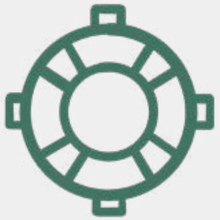
Guiding Principles
Implementing Provisions
Professional Obligations

SALES & MARKETING

Set of behaviours
Builds buyer loyalty and trust

ENVIRONMENTAL

Human-centred views
nature-centred views



LIABILITY

Legal liability
Criminal liability
Professional liability

- Important Ethical Values -

Honesty
Transparency
Respect
Responsability
Equality
Fairness
Quality
Integrity

GREEN • *flow*

Green : Adjective, ~ gri:n ~

Flow : Noun, ~ fləʊ ~

Bottle Green

Spectra Yellow

Hint of Mint

CIRCULAR SYSTEM

customise

SYMBIOSIS

refined

ALGAE

safe

TRACEABLE

sustainability

simplicity

FISH

quality

nature oriented

recycled

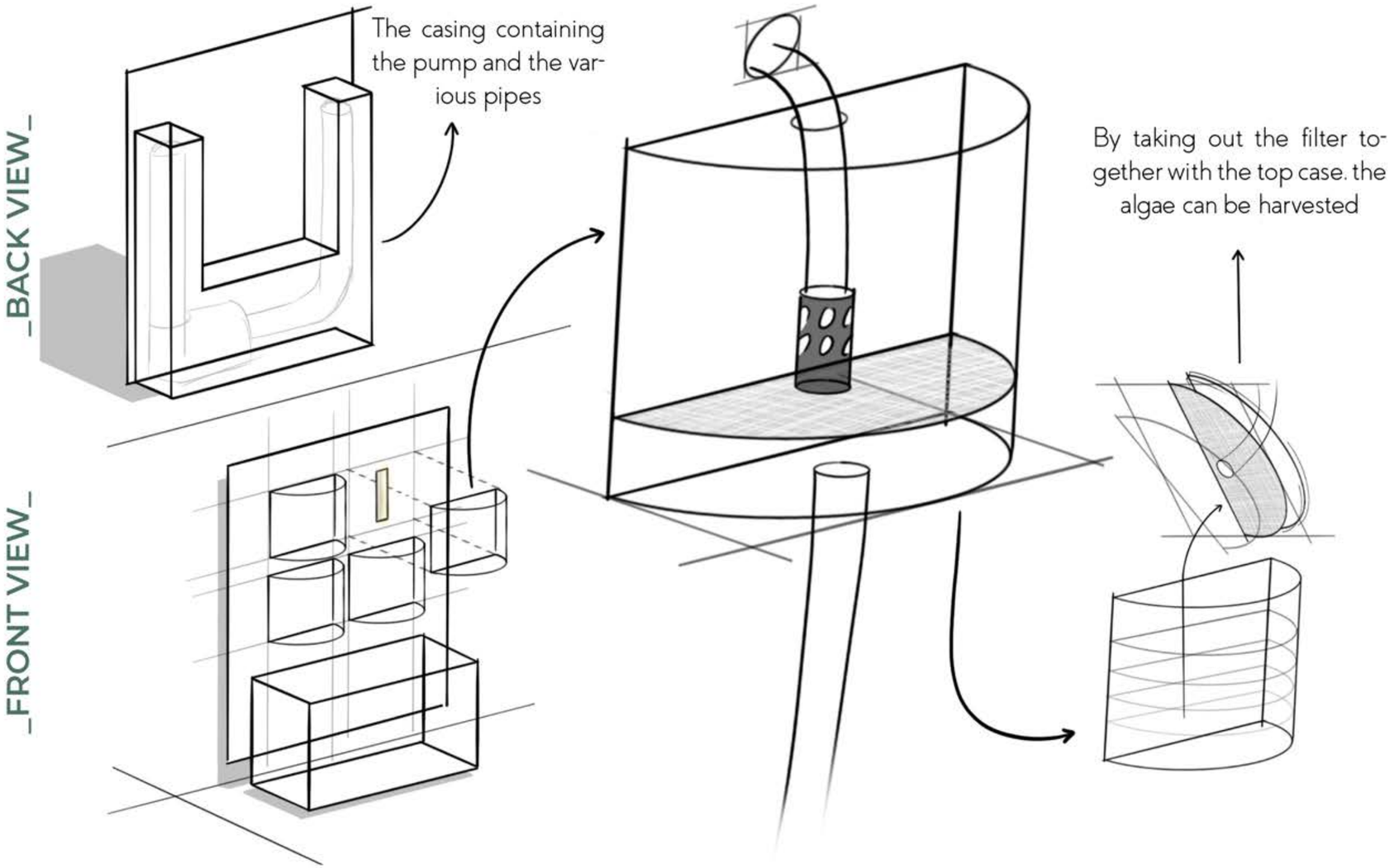
MOCK UPS

- Flyer -

- Leaflet -

- Business cards -

STRUCTURAL DESIGN



One big fish tank

Multiple algae tank

atachment to the extra wall

Filter into the algae tank

Different modules

SYSTEM SCHEMATICS

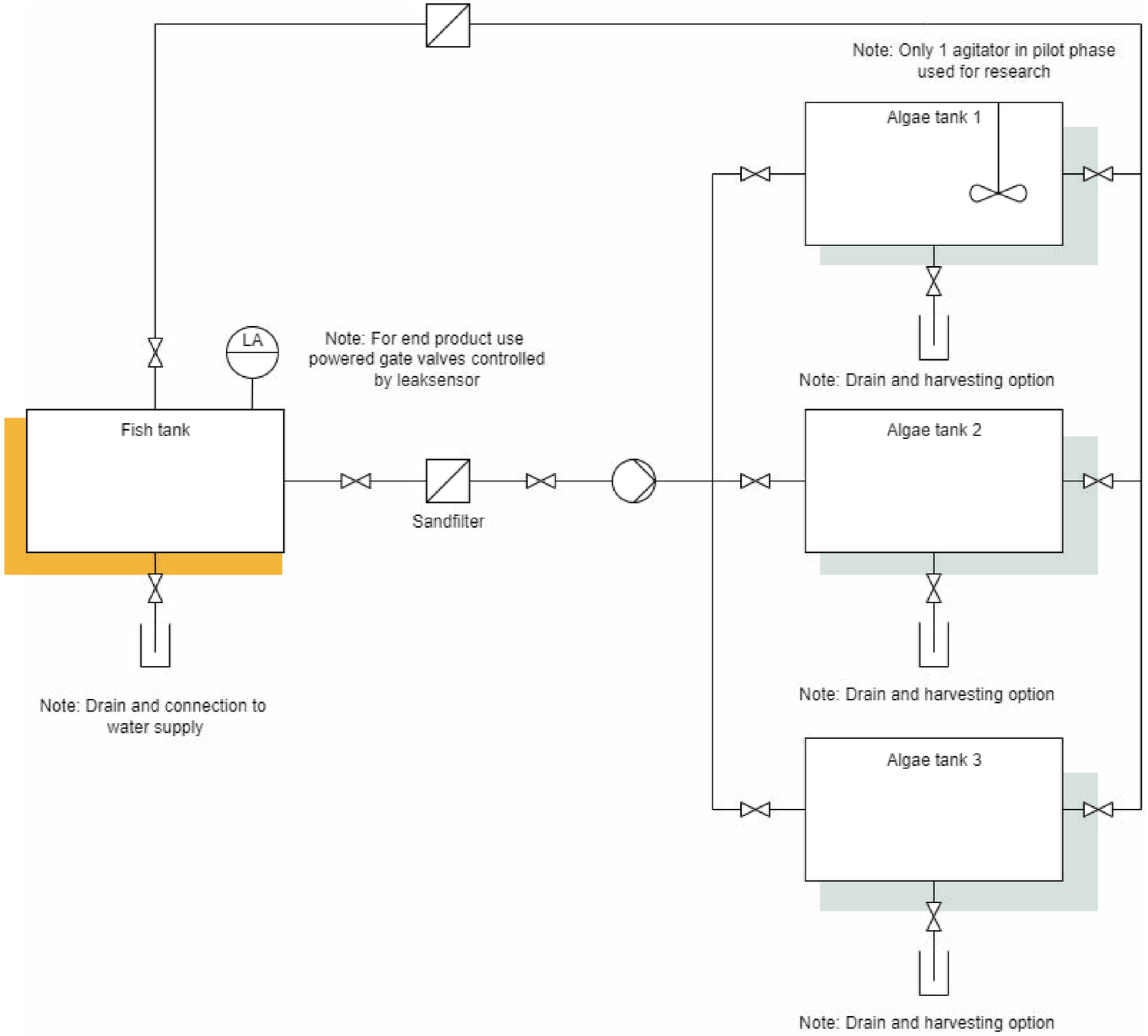
LA — Leak alarm

Filter

Valve

Pump

Algitator



OUR NEXT STEP

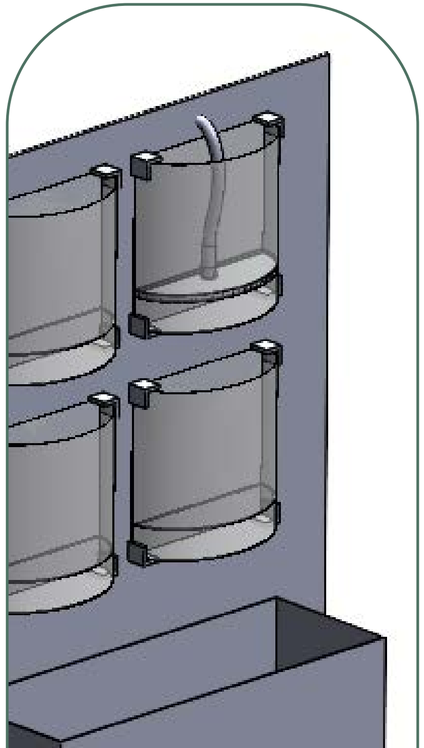
Creating final 3D model

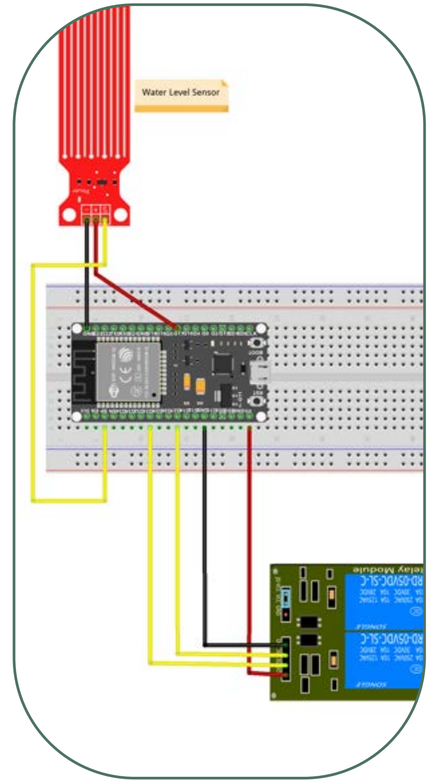
Complete List of components

Define materials

Figuring out the market strategy

Connection between technical component





THANK YOU

For your time!

GREEN. flow