Feasibility Study

**Company Description:**
The ZZZZZ Office works with start-ups and established businesses to commercially develop the technologies invented by ZZZZZZ faculty.

**Short Project Name:**
Evaluate the marketability of new technologies

**Project Description and Deliverables:**
Students will research the marketability of new technologies and report to management regarding the potential for commercial development (including market size, potential licensees, and strategy). Students will be assigned technologies from a list in fields such as biology, computer science, and engineering. Technical background could be helpful, but it is not required. Due to the confidential nature of the technologies to be researched, students must sign a non-disclosure agreement.

**Key Deliverables**
1. Non-disclosure agreement
2. Marketability study for each technology researched

**Company Description:**
A global leader of plastic solutions for fluid handling in building, sanitary, industrial and utilities applications. Privately-Owned company. Has been at the forefront of our industry's consolidation for the last 15 years. Turnover 2009 of EUR 1.9 Bn, mainly in Europe and North America, equally spread between pressure systems and gravity systems...realized with more than 15,000 employees.

**Short Project Name:**
Migrate small waste treatment system from Latin America to the US

**Project Description and Deliverables:**
We are a global provider of water solutions. Part of our activity is dedicated to water management and water treatment. The group wants to position itself on the north American market and therefore is looking at getting a better idea of the real attractiveness and risks related to that market.

The Market we are looking at: Small treatment systems for individual houses which are built in areas where there is no sewer drain line. In order to covert black waters (sewage water) into irrigation water for gardens or in water that can go back by infiltration to the soil avoiding contamination to the mantle water table or their back yards or lakes and rivers close to their homes. They are other market niches where this product can be install and these are small log cabins in camping areas, gas stations, rest areas, rural housing, as Indian reservations, and colonies in Texas. What we expect from this market research is:
1. Market attractiveness; regulations and standards that the product need to comply in all four states. (Texas, New Mexico, Colorado and Utah.
3. Value proposition: a. Who are the decision makers (government, constructing companies, architects, house Owners) b. Water are the decision takers key drivers (long term investment or not, protect the environment, cheap but necessary, etc.) c. What is the right psychological price for the system?

What is the Market potential in the states of Texas, New Mexico, Colorado and Utah, in units and value, including the colonies in Texas, Indian reservations, private homes, including ranch houses, week end homes, camping and hunting log cabins, etc.

Risks related to these markets:
1. Related to competition, what long and short term threat could we expect from the competition.
2. What could be possible contingencies if the product fails on the process of water treatment?
3. Is there a government inspection on this type of products? What could be a penalty? And all other things that haven to be taken in to account in order to make this business successful.

Company Backup: we have a project leader in chihuahua Mexico, a water treatment specialist in Mexico, a water treatment market specialist in Europe and business dev manager in Latin America. They will be the main contacts for this project. We will have to detail more when the project takes off with the students in order to be more precise on the expectations of the project.