

INIVERSAL THE POWER OF LIGHT

MID-TERM PRESENTATION TEAM 2

Team presentation and roles



Joanna
Walczak
Technical
University of
Lodz
Co- ordinator
Resource
investigator



Aleksandra
Bazylińska
Wroclaw
University of
Technology
Teamworker
Implementer



Sander Küttis
Tallinn
University of
Applied Sciences
Monitor
evaluator
Specialist



Ádám Jenei Obuda University in Budapest Finisher Plant

Gannt chart

		2012		
		2012		
Begin date	End date	March	April	Мау
1.03.12	14.03.12		[3/1/12 - 3/15/12]	
1.03.12	14.03.12		[3/1/12 - 3/15/12]	
13.03.12	23.03.12		[3/13/12 - 3/24/12]	
13.03.12	16.03.12		[3/13/12 - 3/17/12]	
14.03.12	16.03.12		[3/14/12 - 3/17/12]	
19.03.12	21.03.12		[3/19/12 - 3/22/12]	
22.03.12	23.03.12		[3/22/12 - 3/24/12]	
13.03.12	20.03.12		[3/13/12 - 3/21/12]	
15.03.12	30.03.12		[3/15/12 - 3/31/12]	
9.04.12	13.04.12		[4/9/12 -	4/14/12]
2.04.12	6.04.12		[4/2/12 - 4/7/12]
19.03.12	13.04.12		3/19/12	- 4/14/12]
16.04.12	19.04.12	0	1 (4/1	6/12 - 4/20/12
23.04.12	8.06.12			
20.04.12	7.06.12			
8.06.12	14.06.12			
	1.03.12 1.03.12 13.03.12 13.03.12 14.03.12 19.03.12 22.03.12 13.03.12 15.03.12 9.04.12 2.04.12 19.03.12 16.04.12 23.04.12 20.04.12	1.03.12 14.03.12 1.03.12 14.03.12 13.03.12 23.03.12 13.03.12 16.03.12 14.03.12 16.03.12 19.03.12 21.03.12 22.03.12 23.03.12 13.03.12 20.03.12 15.03.12 30.03.12 9.04.12 13.04.12 2.04.12 6.04.12 19.03.12 13.04.12 16.04.12 19.04.12 23.04.12 8.06.12 20.04.12 7.06.12	Begin date End date 1.03.12 14.03.12 13.03.12 14.03.12 13.03.12 16.03.12 14.03.12 16.03.12 19.03.12 21.03.12 22.03.12 23.03.12 13.03.12 20.03.12 15.03.12 30.03.12 9.04.12 13.04.12 2.04.12 6.04.12 19.03.12 13.04.12 16.04.12 19.04.12 23.04.12 8.06.12 20.04.12 7.06.12	Begin date End date 1.03.12 14.03.12 1.03.12 14.03.12 13.03.12 14.03.12 13.03.12 16.03.12 14.03.12 16.03.12 14.03.12 16.03.12 19.03.12 16.03.12 19.03.12 13/14/12 - 3/17/12 13.03.12 13/19/12 - 3/22/12 13.03.12 13/13/12 - 3/24/12 13.03.12 13/13/12 - 3/24/12 15.03.12 30.03.12 15.03.12 13.04.12 19.04.12 13.04.12 16.04.12 13.04.12 16.04.12 13/19/12 - 4/7/12 16.04.12 13.04.12 16.04.12 13/19/12 - 4/7/12 16.04.12 13/19/12 - 4/7/12 16.04.12 13/19/12 - 4/7/12 16.04.12 14/1 16.04.12 14/1 16.04.12 14/1 17.05.12 14/1 18.06.12 14/1 19.04.12 14/1 19.04.12 14/1 19.04.12 14/1 19.04.12 14/1



Agenda





Solution description

Project description, Presentation of our solution, Advantages of our solution

MANUAL MA

Characteristic of our project





CLIENT: Nídia Sá Caetano from Chemical Engineering Department

REQUIREMENTS: Clean water with no viable cells of pathogenic (in particular bacteria, viruses, seaweeds), sterilizing 72l/h, with PC interface

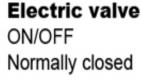
FUTURE APPLICATION: System will be used in greenhouse for Chemical Department at Instituto Superior de Engenharia do Porto

OUR SOLUTION

Water disinfection system based on UV radiation



PLC - controls the work of START and STOP buttons, electric valve, uv lamp, pump and water level sensors inside the containers.



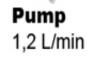
Contaminated

72 L

water



UVC-BRIGHT



Cleaned water

72 L

Filter Density: 5 µm

UniVersal

Water cleaning system based on UV light

A modular
water cleaning
system
designed
considering
Your wishes
and needs!

It is:

- Cheap
- Compact
- Modular
- Universal



Advantages of our solution

MODULAR SYSTEM

UV TECHNOLOGY

SMALL AND COMPACT SYSTEM

SIMPLE AND FLEXIBLE

MECHANICAL AND ELECTRICAL CONTROL





Marketing Plan

Competitor analysis, SWOT analysis, Marketing program

Competitor analysis – why UniVersal?



- » UniVersal system is focused only on one type of technology
- » UniVersal is a system which can be adjusted to client needs
- » UniVersal is focused on specific stakeholderschemical laboratories
- » UniVersal is low cost and flexible service
- » UniVersal is for YOU













SWOT analysis

SWOT

Analysis

STRENGTHS

Materials and equipment can be chosen by individual clients

Project has clear objective and idea how the product and service should look like

We provide modular system which can be adjust to individual client

Gaining new knowledge and experience in this field

Developing and improving the product and service

Improving communication and organization skills

Opportunity of great profit

OPPORTUNITIES

SIV

WEAKNESSES

Lack of experience

Lack of knowledge in chemical and electrical field

Possible problem with product distribution

Time limitation

Market demand is limited

Big competition on the market

Limitation in product promotion

Possible negative reaction on the market
Financial and human limitations

THREATS

Marketing Program

Our objectives:

- Discover and developing the national market
- Enter and expand the market with new product
- Advertise the product
- Design our product according to needs of the potential clients.
- Keep developing our system with new ideas, make new versions,
- Make the service
- Being competitive

Client needs:

- The service and product together are as cheap as possible;
- It should be modular (to change or add different filters, tanks, equipment);
- >Easy to use;
- >Easy to maintain;
- Compact because the lack of space in laboratories





Eco-efficiency measures for sustainability

The way you think, the way you save !

Sustainability of our system



UV technology:

Simple in use and does not require mechanical cleaning
No need for using chemicals
Do not change chemical compound of water
You cannot overdose
Low cost operating
Now problems with chlorine and corrosion
Energy saving





Search your trash:

Reusing materials





Sustainability of our system



Friendly materials:

Client can choose materials by himself
To our system we chose materials of: Good quality
Long lifetime of equipment
Products from local shop

Modular system:

What makes out system more sustainable is possibility to exchange only some parts of the system when others may work forever

Thank you for your attention



But wait... **ANY QUESTIONS?**