

Water Intelli-Buoy

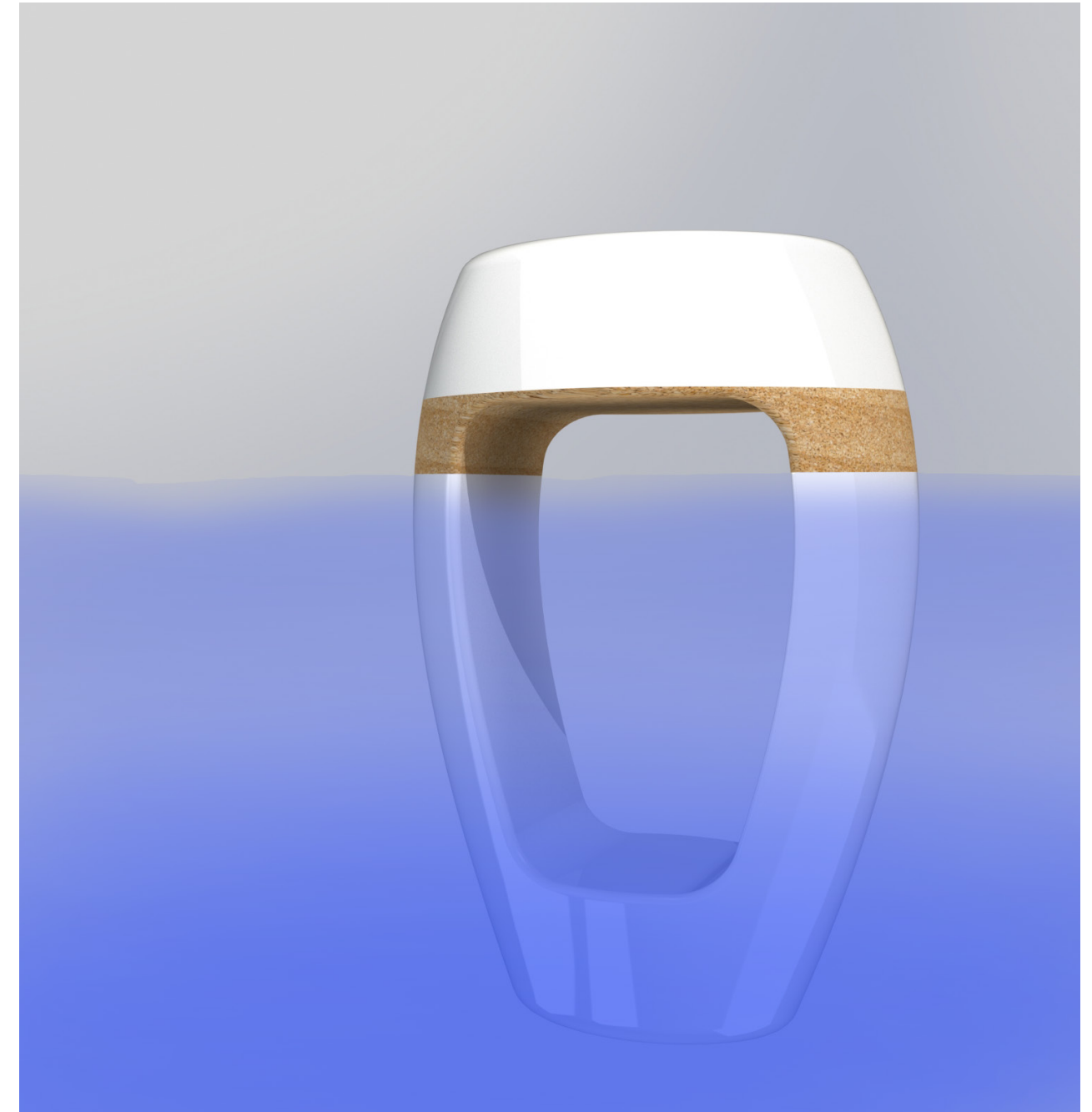
Team 2



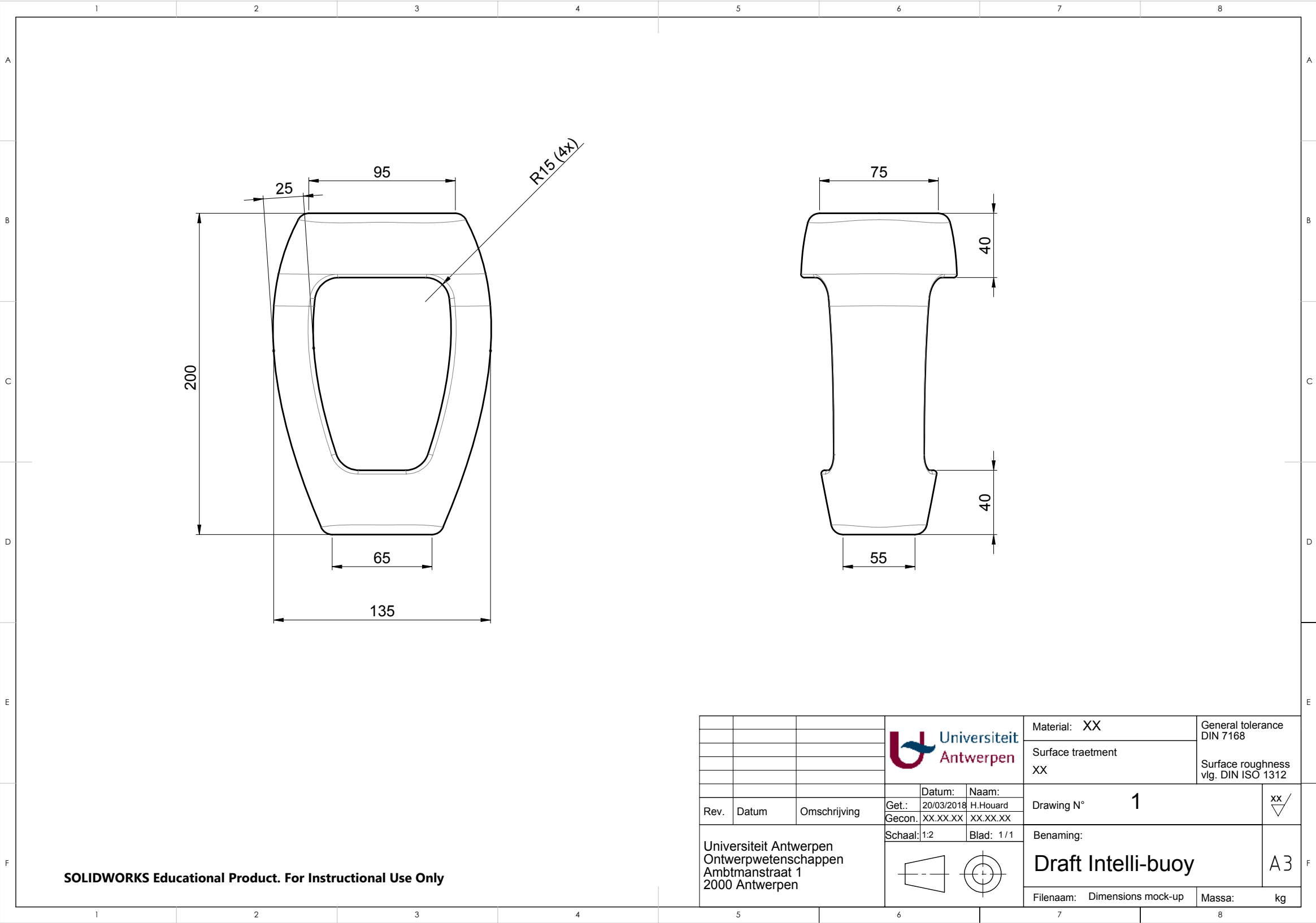
isep

Instituto Superior de
Engenharia do Porto

3D Renders (+ Mock-up)

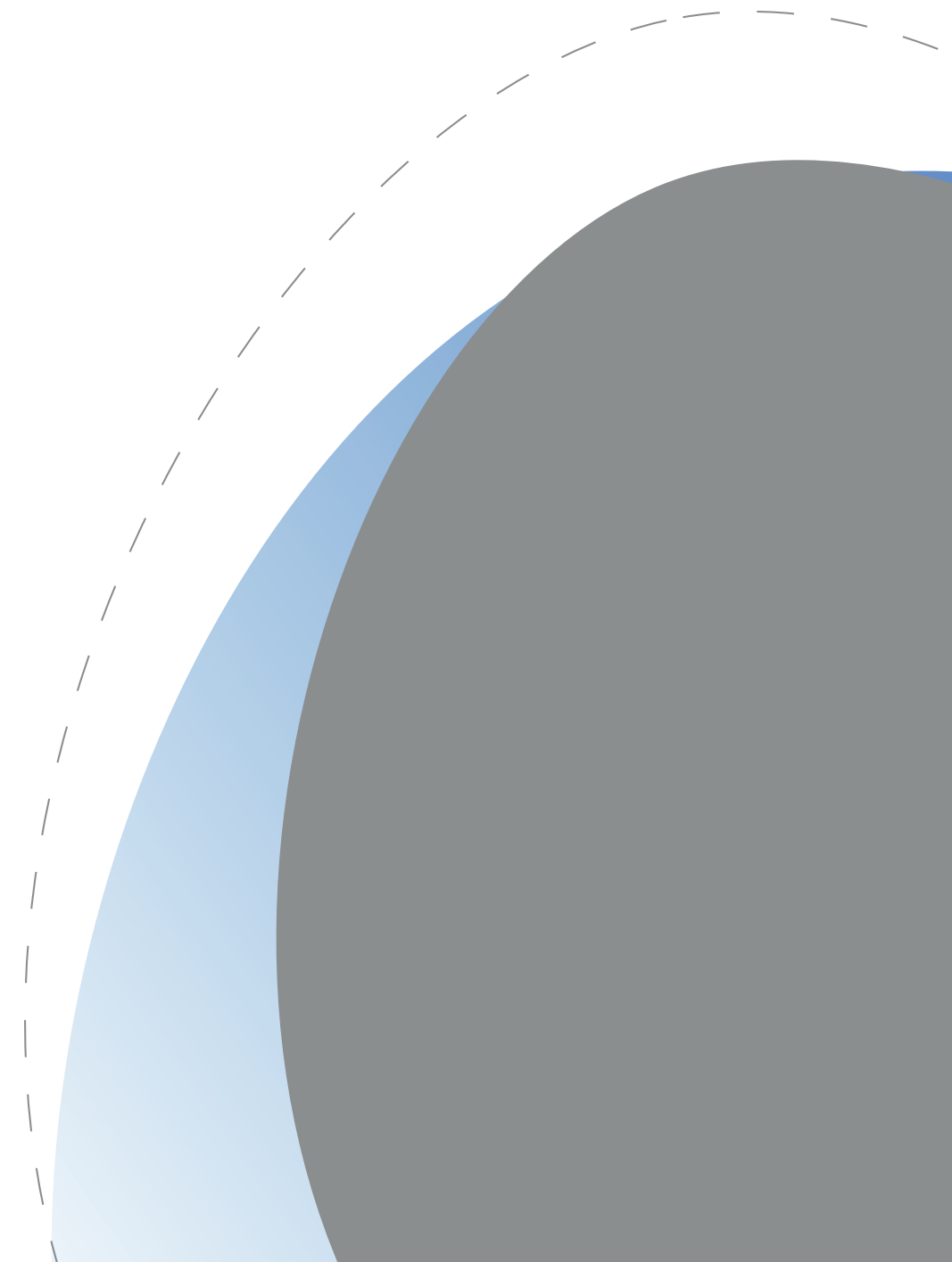


Structural drafts



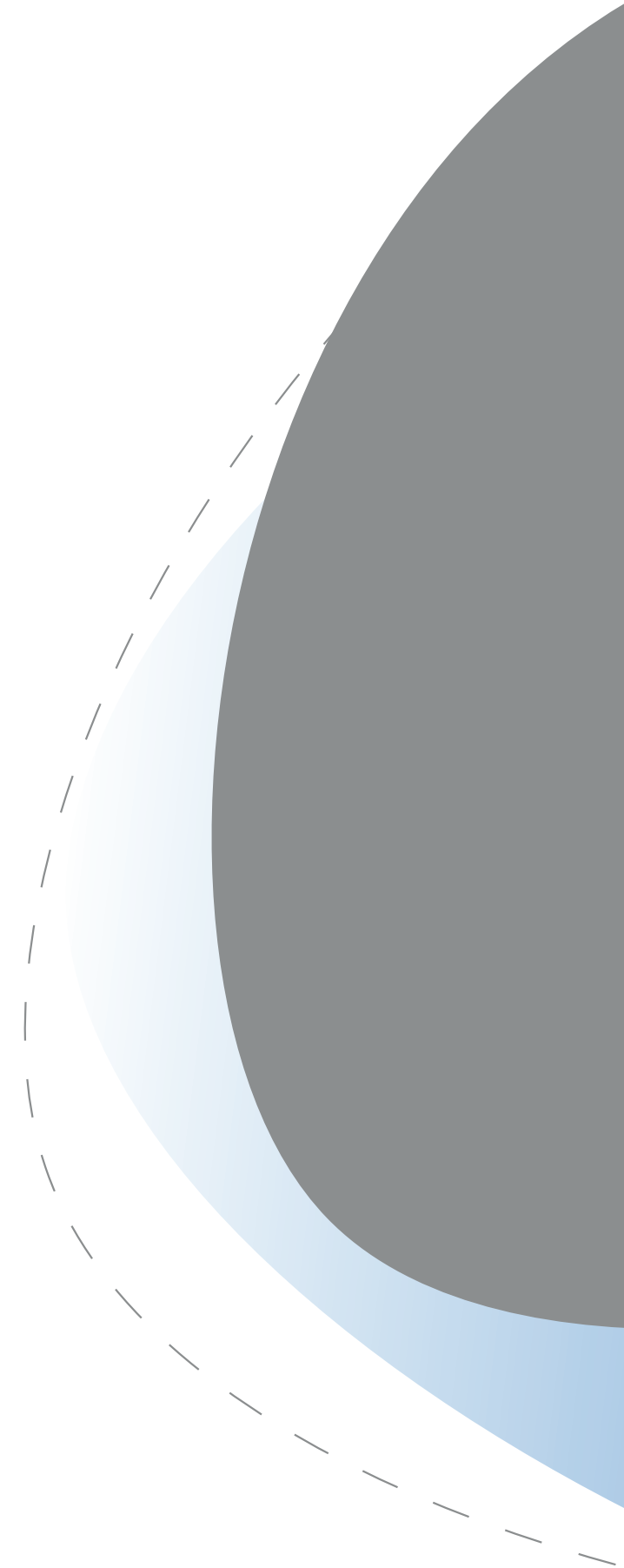
Ethics

- Introduction:
TRUST model as a basis of the work
- Engineering:
Adhering to the code of ethics by the national society of professional engineers
- Sales & Marketing:
3 big challenges:
 - Advertising
 - Price
 - Sales persons



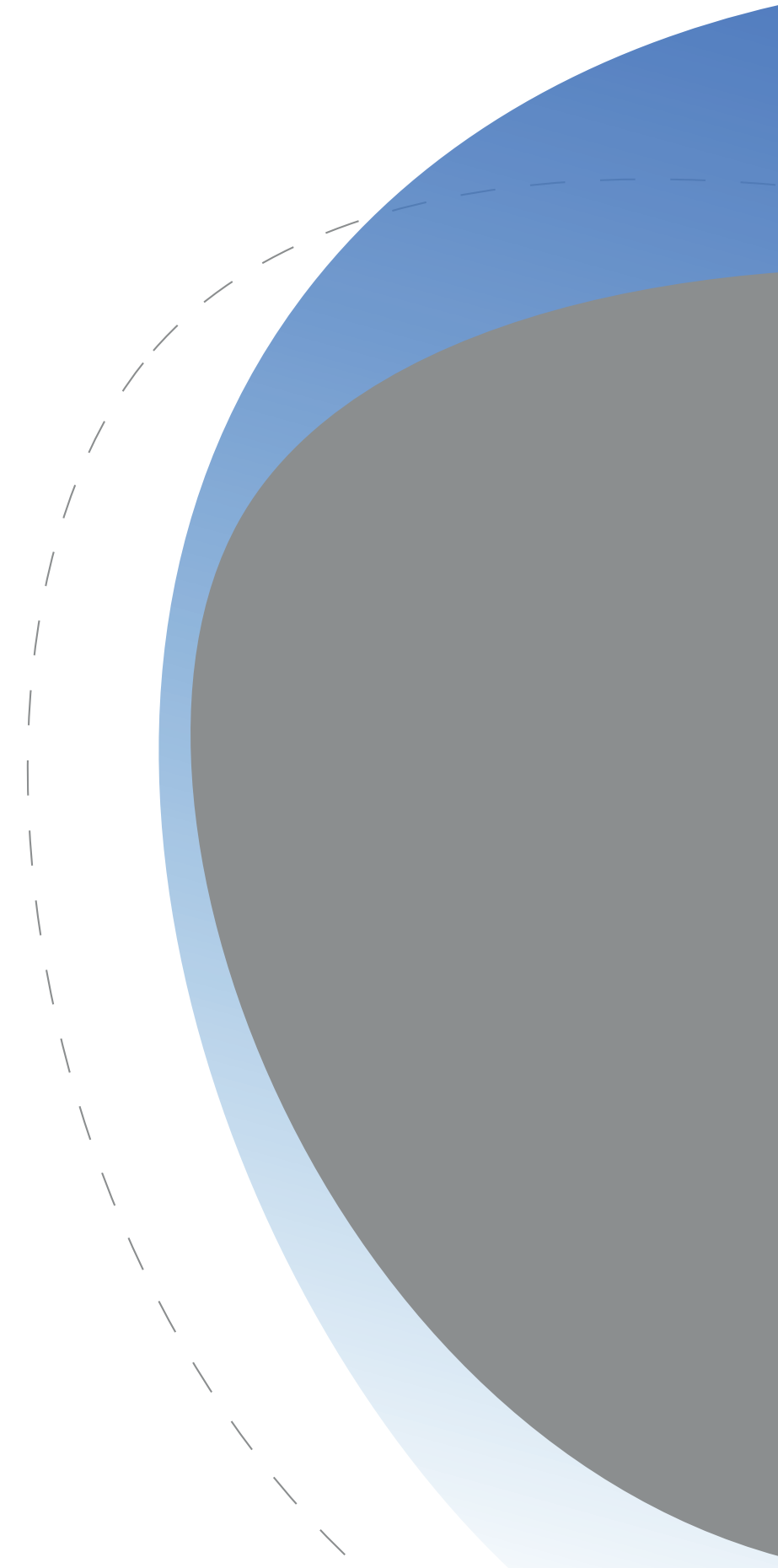
Market analysis (Input SWOT)

- Internal analysis (Finished)
 - 7s model McKinsey
- External analysis (Work In Progress)
 - Porters Five Force Analysis
 - PESTEL Analysis



Sustainability

- Selecting materials
 - Waterresistant
 - Recyclable
 - Organic materials? (cork)
- Trough the PSS
 - Control over material flow
 - Correct maintenance
- Power system



Questions

- Opinion on progress
- Sponsors?
- 3D printer:
 - Materials
 - Max. size
 - Avrg. Price

