

INTERIM PRESENTATION

# THE MONITORING OF AN AQUAPONIC SYSTEM

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# OUTLINE

Problem

State of the art

Marketing

Ethics and deontology

Sustainability

Solution

Project management



# PROBLEM

You want an aquaponic system?

But you have too little time to manage it?

What do you do?



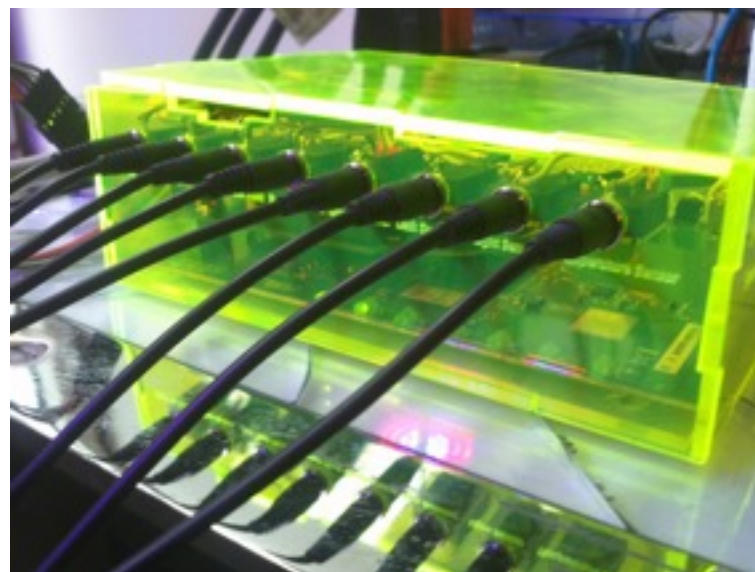
# STATE OF THE ART:

Hydroponic and aquaculture monitoring system

Monitor updates using Twitter

Industrial monitoring and controlling system

Do it yourself



# MARKETING

Market analysis

SWOT analysis

Strategic objectives

Segmentation

Strategy / positioning



# MARKETING:SWOT ANALYSIS

Strengths	Weaknesses
multilingual and -cultural team	limited budget
diverse knowledge	limited developing time
customizable product	new company
self-sustainable and eco-friendly	lack of market experience
Opportunities	Threats
quickly achieve large market share internationally	experienced competition
high growth rates in aquaponics worldwide	fast and vast launch of competitor's product
reasonably priced system	saturation of the market
great market potential	relatively easy to copy → no patent protection



# MARKETING: STRATEGIC OBJECTIVES

1st year: German and French market

2nd year: extend market share  
: acquire new European markets

3rd year: market in the USA and Canada

Constantly improving service approach



# MARKETING: SEGMENTATION

## Demographics

- Target group: 18 to 72 years
- Males

## Geographics

- Europe
- North-America

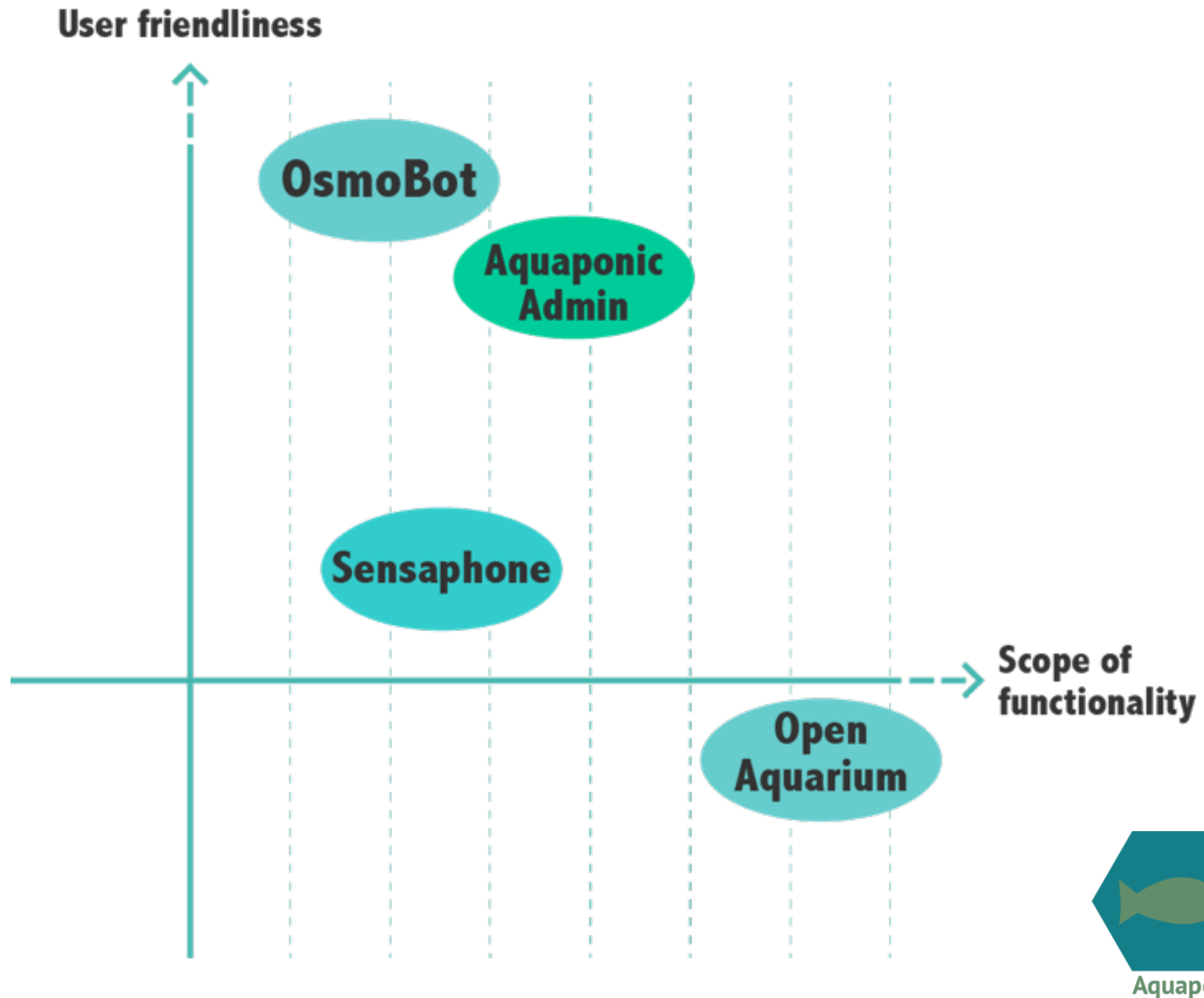
## Psychographics

- Health consciousness
- Desire of self-supplying
- Interest in aquaponics and aquaculture





# MARKETING: STRATEGY/POSITIONING



# ETHICS AND DEONTOLOGY

Engineering ethics

Sales and Marketing ethics

Academic ethics

Environmental ethics



# SUSTAINABILITY

Environmental

Economical

Social

Life cycle analysis



# SUSTAINABILITY: ENVIRONMENTAL

Energy conservation

Sustainable materials

Avoiding waste

Efficient packaging



# SUSTAINABILITY: ECONOMICAL AS A COMPANY

## Efficient Design

- Improve productivity
- Maximize potential
- Sustainable

## Contract logistics:

- Assembly
- Product packing
- Taking orders
- Optimization of storage
- Packing for transport
- Stock management
- Recycling



# SUSTAINABILITY: ECONOMICAL FOR USER

Getting own food

Living costs reduction

Less energy costs



# SUSTAINABILITY: SOCIAL

As a company:

- Production
- Strong economy
- Skilled employees

For user:

- Time saver
- Easy setup
- Satisfaction



# SUSTAINABILITY: LIFE CYCLE ANALYSIS

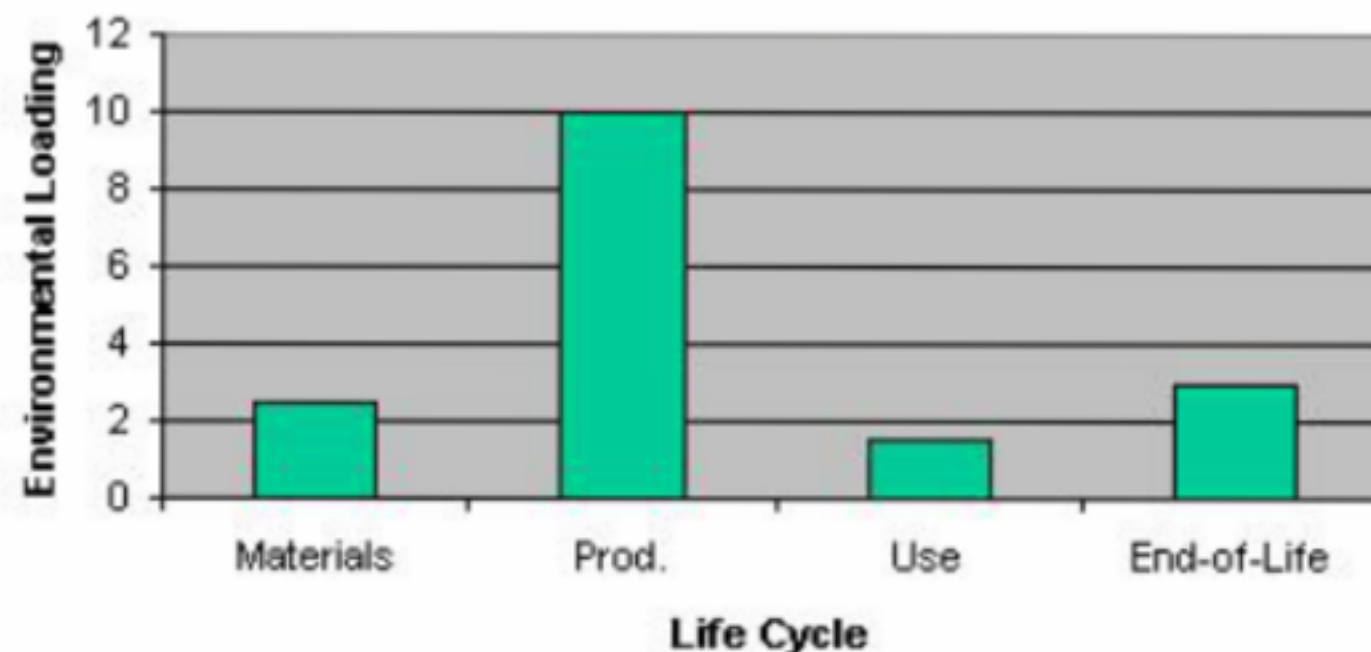
Extraction or acquisition of raw materials

Manufacturing and processing

Use and reuse

Recycling

**Type b: manufacturing-intensive product  
(e.g. laptop computer, paper products)**





# SOLUTION

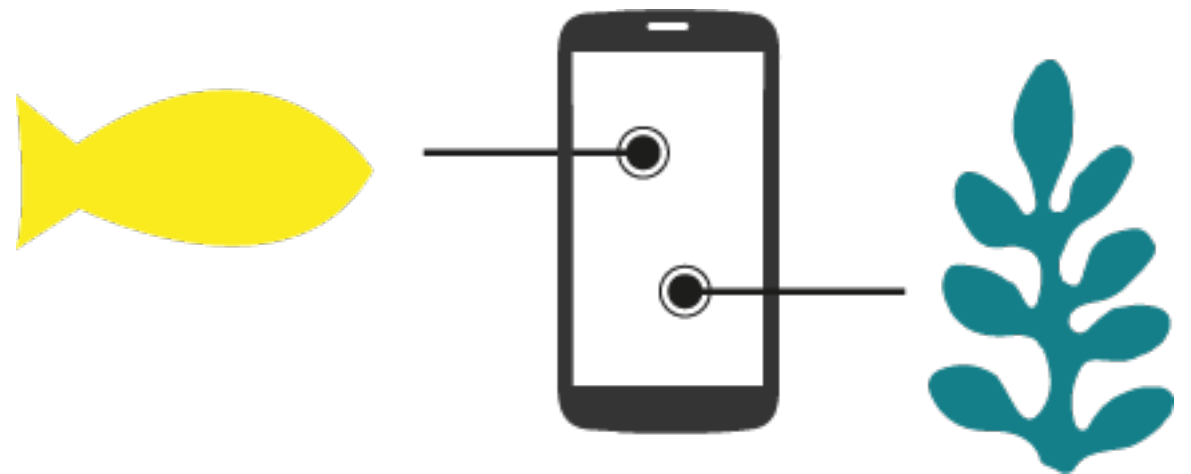
Web based

Remotely control

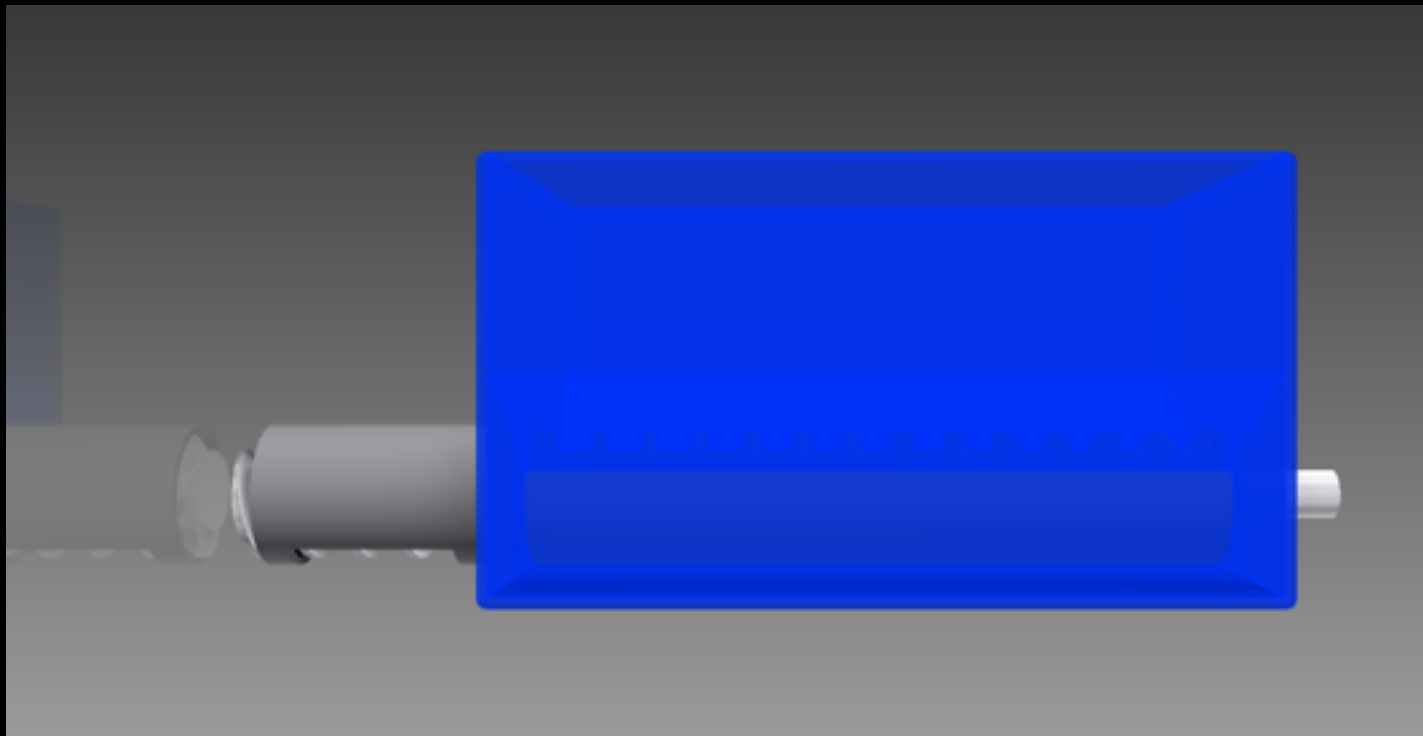
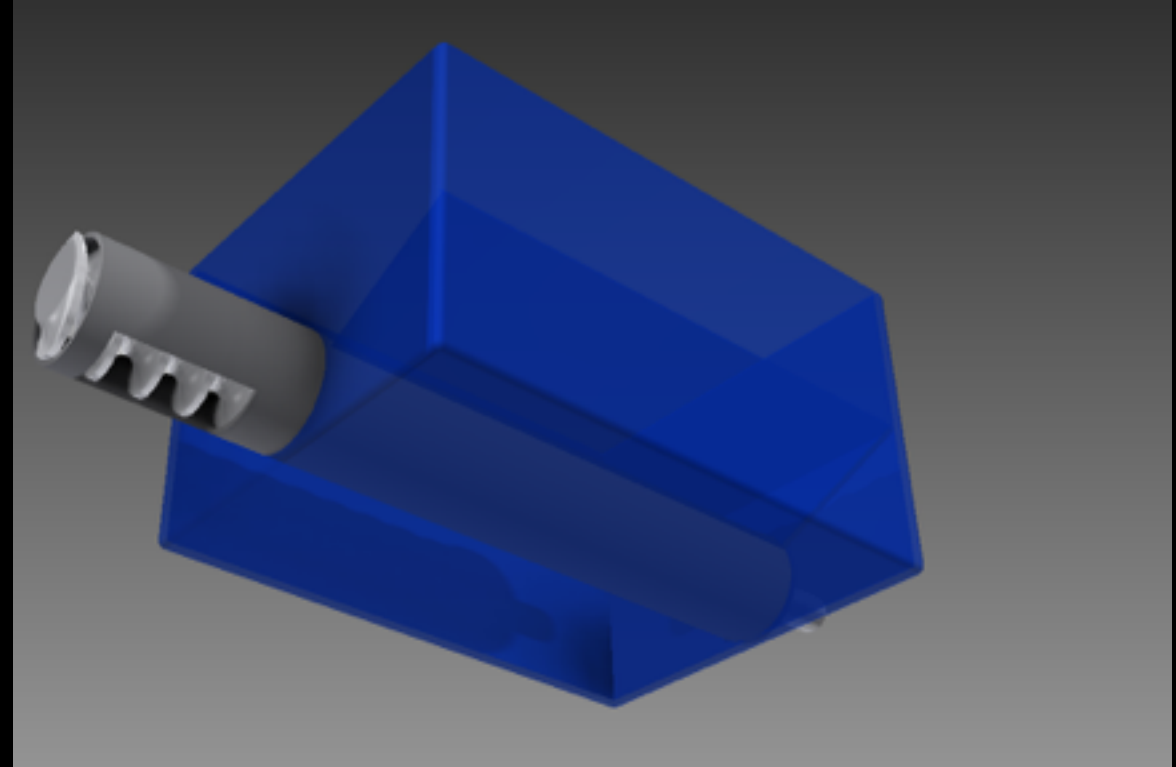
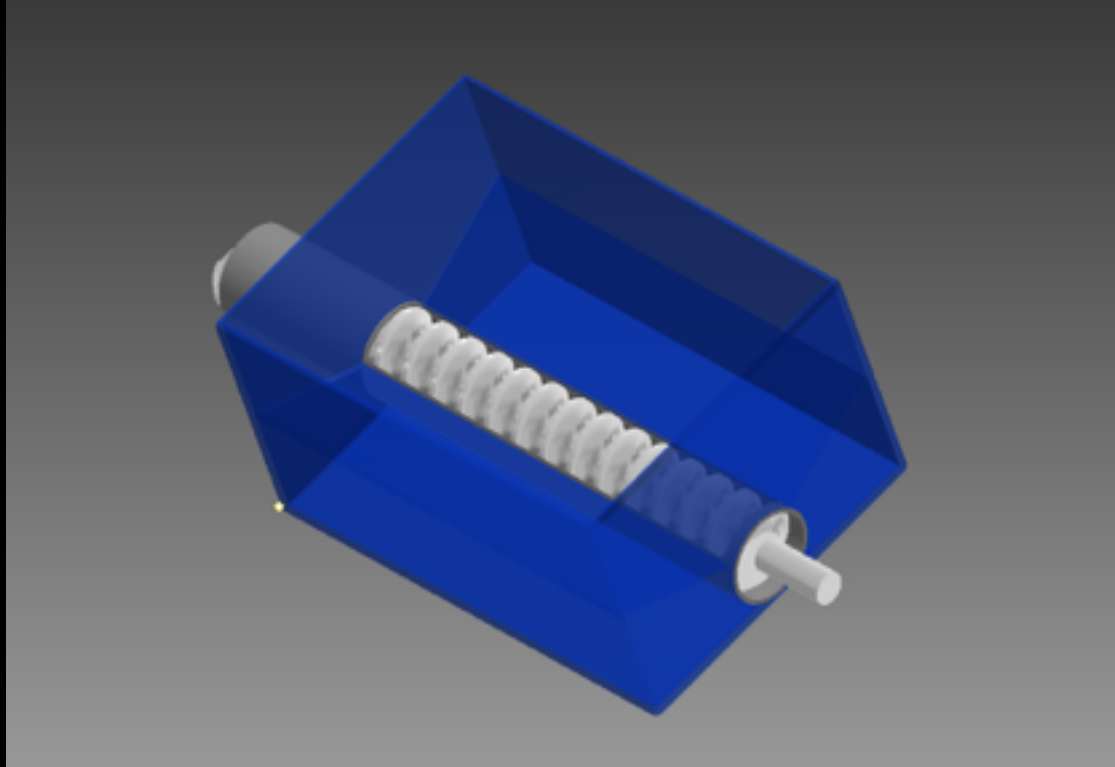
Monitor

Adjust temperature

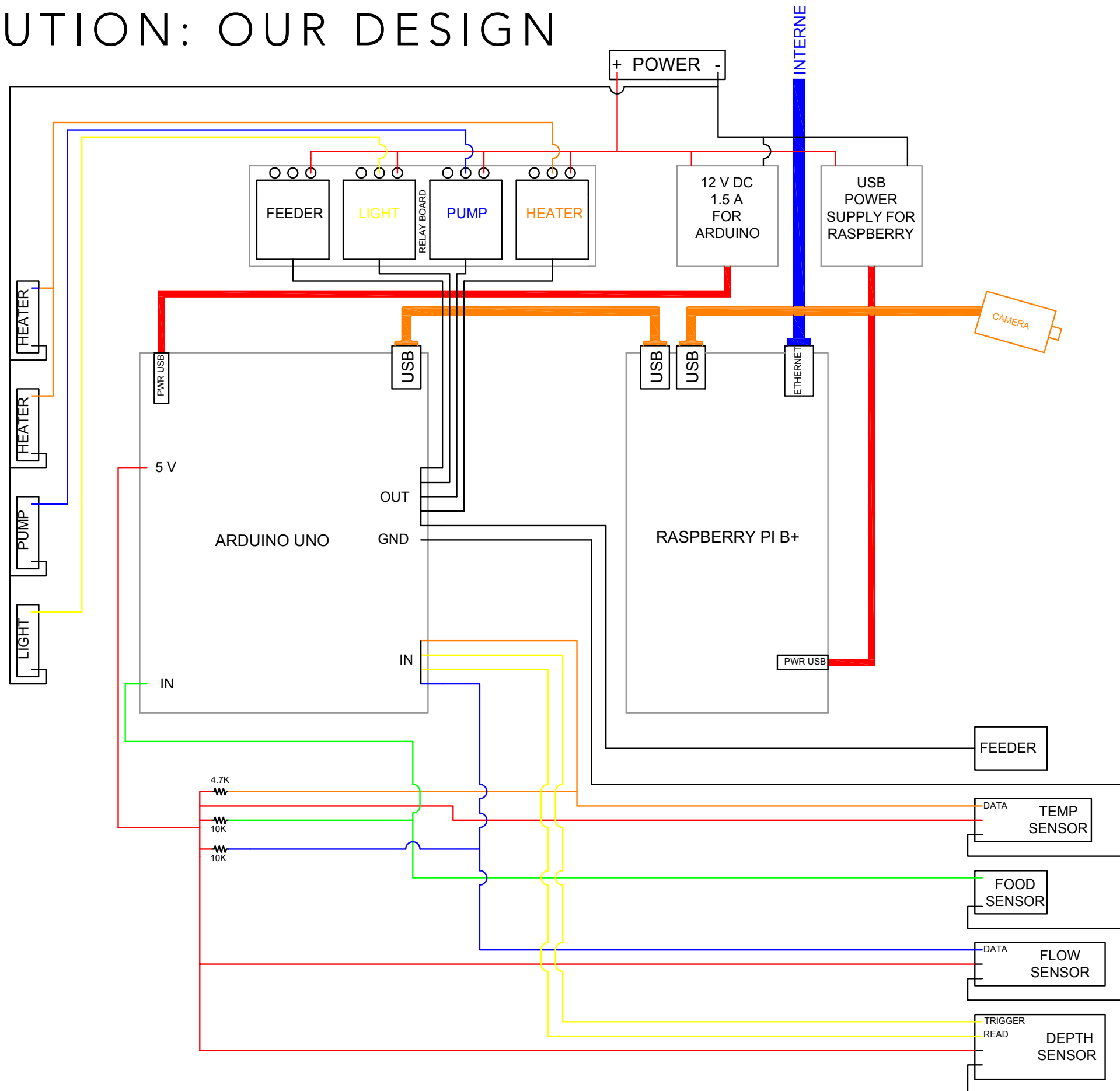
Food dispenser



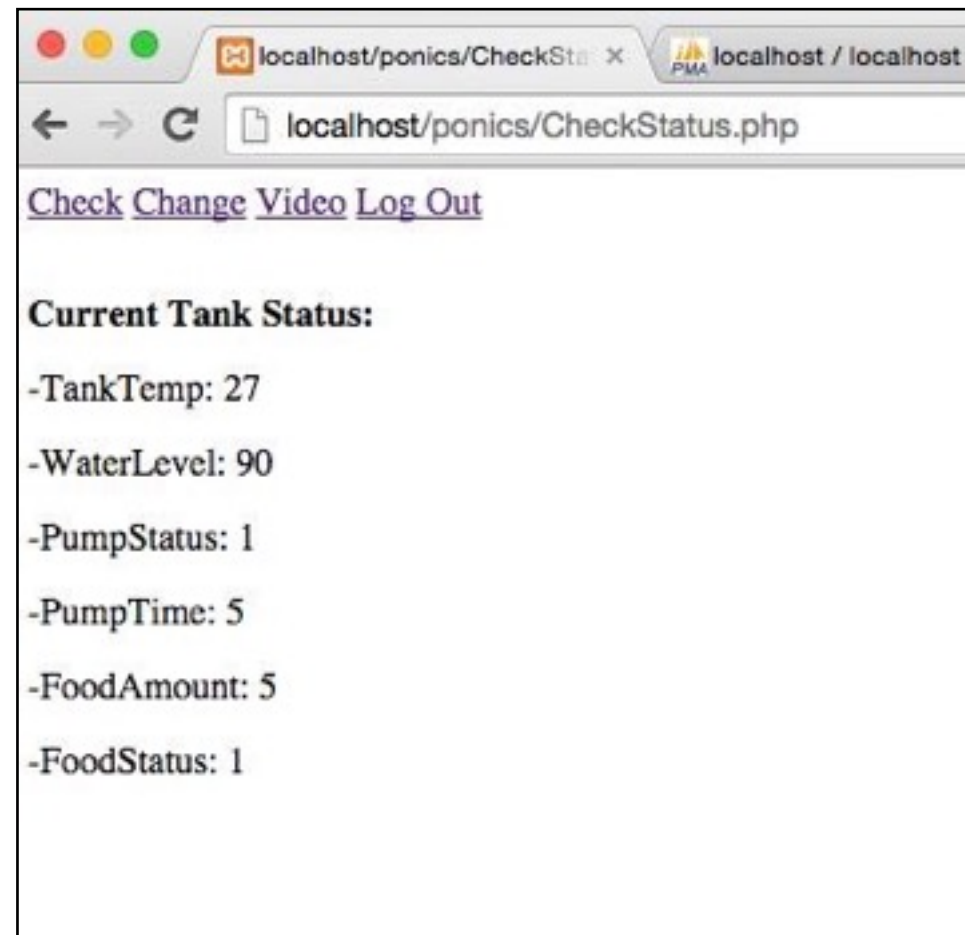
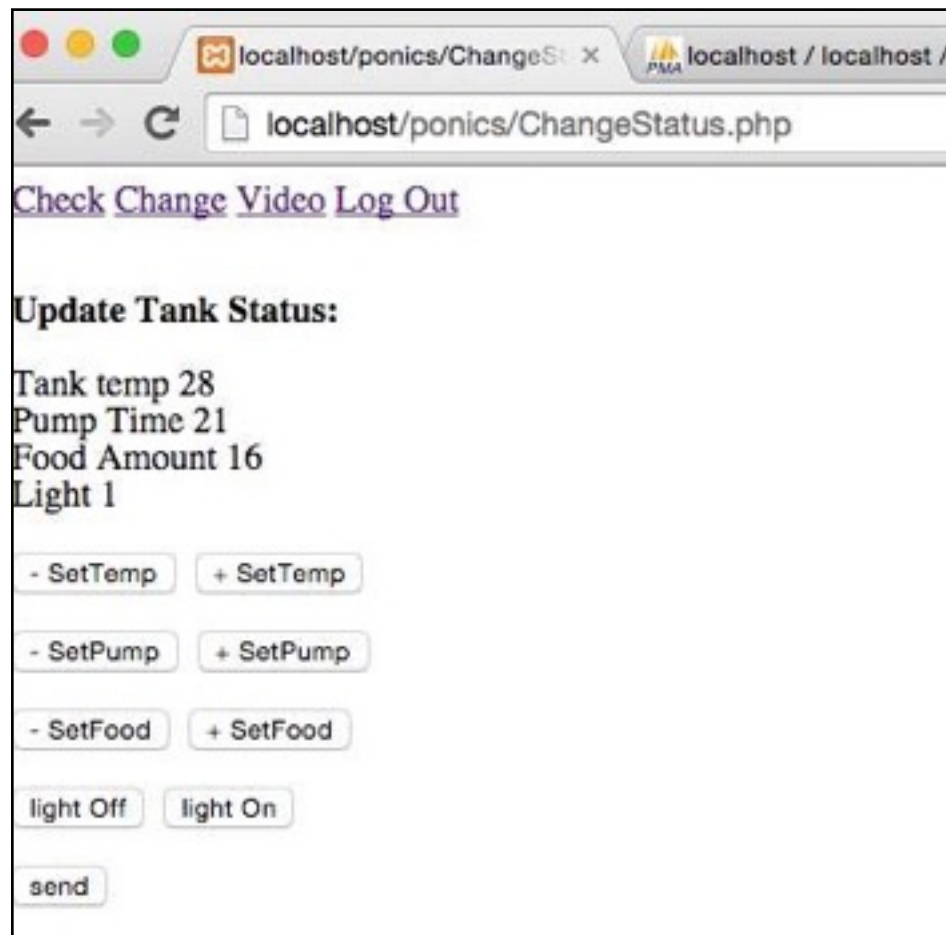
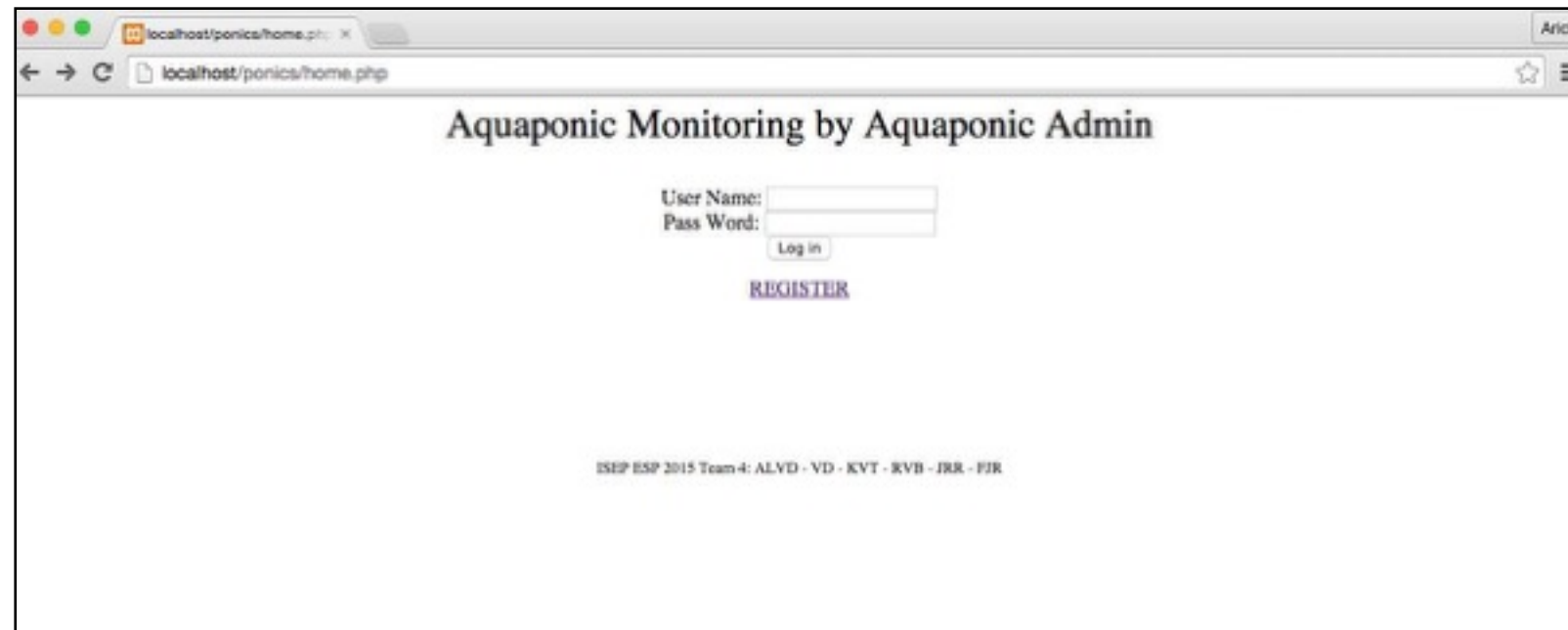
# Food dispenser



# SOLUTION: OUR DESIGN



# SOLUTION: WEBSITE



# PROJECT MANAGEMENT

Project Scope

Time Management

Cost Management

Human Capital

Customer Satisfaction



# CONCLUSION

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