

Project Plan

Objectives:

To evaluating the Commercial Potential of IIT's Mercury Pollution Prevention Technology and write a business plan that explores the potential for the technology that removes the mercury.

Background:

Somewhat over 50% of electricity in the US comes from coal. When burning a coal in large boilers, the exhaust, gas from the furnace, containing the products of combustion, is vented through the large chimney to the environment. Mercury is one of the may inorganic substances that is found in coal in the parts per thousand range, has not routinely been not removed. EPA is on track to regulate the amount of mercury that can be emitted to the environment per ton of coal burned.

Methodology:

- To research and obtain information for questions listed below:
 - Marketing
 - ◆ What is the size of the market? (How many coal plants are there?)
 - ◆ What is our strategy to sell the product?
 - ◆ Who are the qualifiers?
 - ◆ What are the licensing options?
 - Financials
 - ◆ How much does it cost to produce?
 - ◆ How much does it cost to operate?
 - ◆ How much does it cost for licensing?
 - ◆ What is the competition cost?
 - ◆ What are the projections?
 - ◆ How much is the product?
 - Competitions
 - ◆ Which other companies are also planning on selling?

- Risks
 - ◆ What are the risks for this business?
- Regulations
 - ◆ What are the regulations from EPA?
- Paths
 - ◆ What are the paths for this business?

Estimated Timeline:

First four weeks		Second four weeks		
Competition	Risks	Regulations	Path	IPRO day
Marketing		Financials		

Tasks:	Due Dates:
Size of the market	2-17-05
Competition	2-22-05
Strategy to sell	2-24-05
Risks	3-8-05
Regulations	3-15-05
Paths	3-22-05
Financials	3-24-05