



urban wood exchange



Urban Wood, a vast amount of trees are destroyed each year due to disease, pests, storm damage, and human intervention. Instead of letting this wood fill our landfills and go to waste, we seek to find a solution that will put this material in the hands of producers and consumers. This will be done through the creation of an intricate network linking tree suppliers to saw mills to producers and manufactures and finally to consumers of green products.



EnPro 350: Urban Wood Exchange

**Team Coordinator 1: Felix Chunuwe
Team Coordinator 2: Marc Cullais**

**Business and Marketing Team
Leader:
Isida Karpuzi**

**Product Design
Team Leader:
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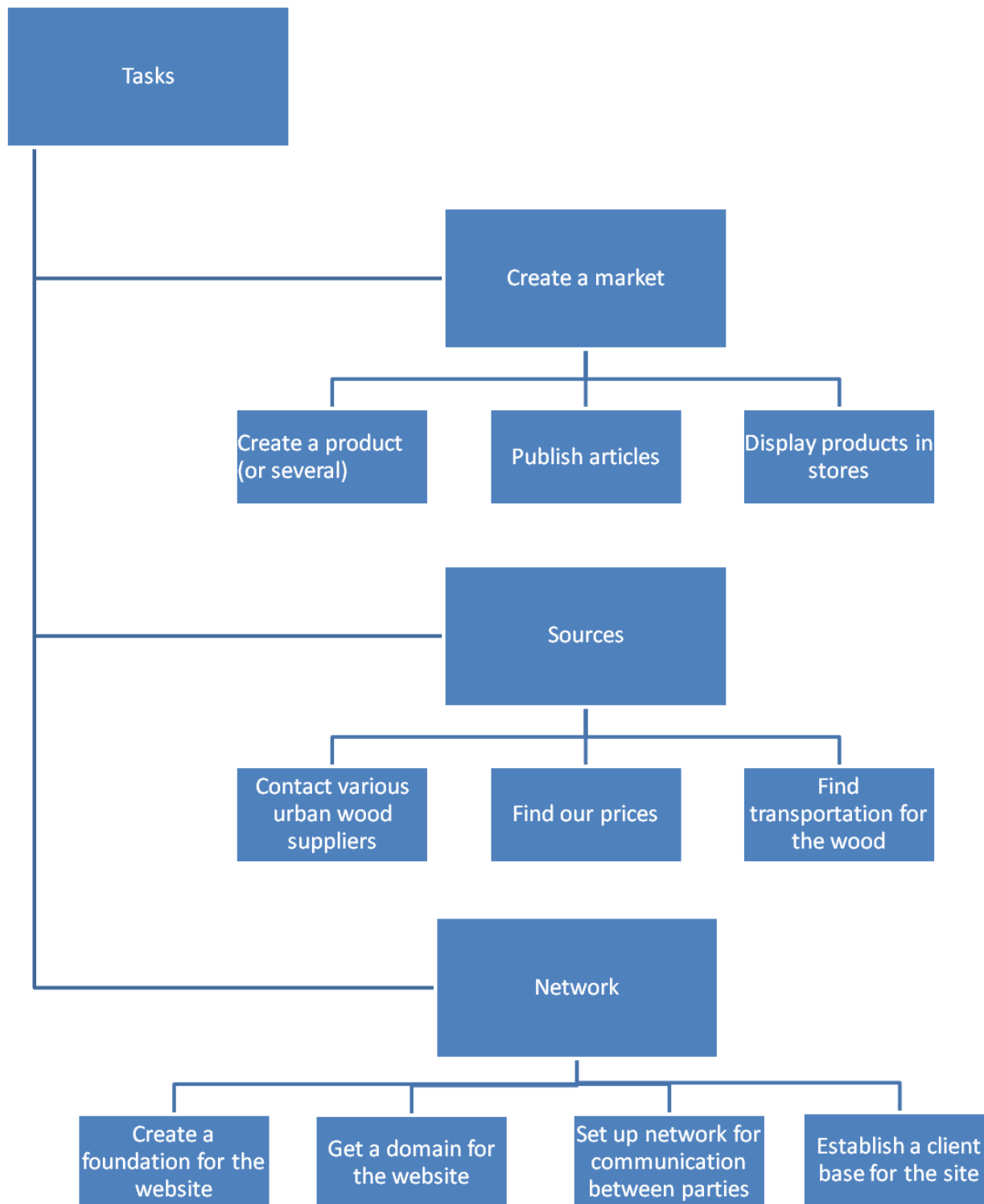
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Goals

Timeline

- Create market**
 - Create product
 - Publicize product
 - Write articles
 - Write blogs
- Set up website**
 - Program contents
 - Advertise website
 - Find sponsors
- Supply education**
 - Present at local schools
 - Present at industry events
 - Set up business partnerships in the field
 - Continue research
- Apply business model to other areas**
 - Other states within USA
 - Other countries within continent
 - Other countries through out world

2009												2010					
January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June
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Problems/Solutions

Lack of knowledge of material

Researched, interviewed current users

How to make a viable business

Create a system of collection, production, and sales to produce a usable material for local artisans.

Business model lacked efficiency

Create a dynamic network to connect suppliers, producers, and consumers.

Lack of funds to create network

Apply for a grant through NCIIA



Future Challenges

- Sharp increase in demand
- Creating visibility for our services and Urban Wood in general
- Ensuring the network is an efficient resource for buying, producing, and selling Urban Wood
- Ensuring customer satisfaction
- Broadening our focus

Questions?

