

# Snowwash business idea



# Who am I?

- Lembit
- Lääne-Viru Colleeage



# My idea

- I call it a Snowash
- Main component is ash
- It's some kind of flour which melt a snow.
- I figure it out when I wanted to sell something what I get for free
- Idea purposes are to help out car drivers who are stick in snow and make roads anti icing.



# Before internship

- I had only a idea which I can develop
- I haven't partners, I didn't know where to get them
- I didn't have money for developing and where to get sponsorship.

# Magnus

Business Inkubator

Teamwork

Research to find universities

Participate different meetings

I got from Magnus many useful contacts

[www.magnus.lv](http://www.magnus.lv)



# After internship

- Survey
- Definitely 60 people; Don't 42; Maybe 113.
- I found many of similar products
- To sell not a product, but sell an idea
- Primary purpose suggest from host company were to compare Universities. This way I can develop much faster.

# Clients, sale spots

- Car drivers and property owners
- Engineering stores and petrol stations
- Car forums
- Throw contacts
- Car shops

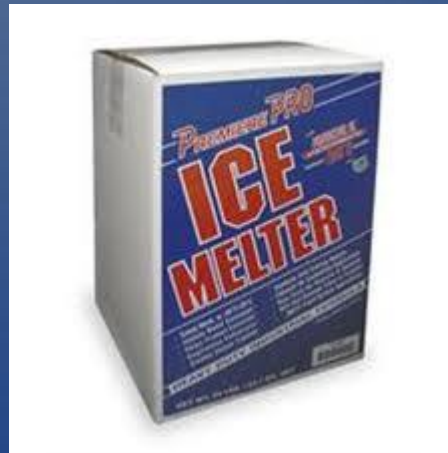
# Timetable

- Find Universities who will help develop product 2011 June
- Find out where to get sponsorship 2011 September
- Develop eco-friendly chemicals 2012 May
- Mix all components 2012 November
- Testing 2012 November
- Get copyright 2013 January
- Show time to find companies 2013 March



# Alternatives

- Salt (sodium chloride)
- Sand
- Calcium magnesium acetate - some negatives environmental impacts
- Ice melter
- etc



# Next step

Deeper market research

Business plan

In cooperation with universities develop product

Find finances

Set up a company

Get copyright

Find clients who will buy my idea

# Example

Thank you!