

INSECTQ

Final Presentation

Motivation



Creative

makes it more fun



Nature friendly

Produces food that is a lot more sustainable



Innovative

never been done before



Rising subject

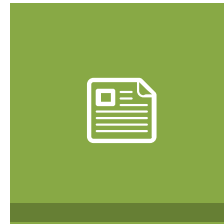
more people are eating insects :

- high protein level
- cheap way to produce it.

presentation agenda

A look at our presentation agenda

Problem
issue at hand



sustainability
Why is insecto sustainable?



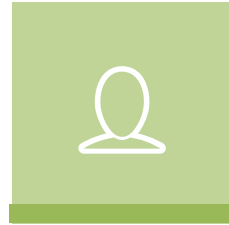
marketing
Analyse our market.



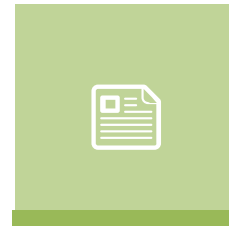
ethics
Ethical and professional standards
of our company.



Designs/Architecture/
materials



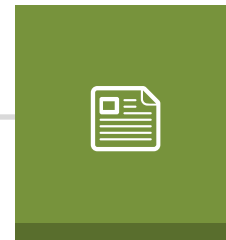
identity



Control system
How does the insectarium work ?



conclusions
what can we conclude from
insects



Problem

Issue at hand _ problem

1. Easy healthy food for animals in a more sustainable way

2. Lower hunger globally by selling insectariums to third world countries

3. Help saving planet earth by eating less meat!



Sustainability

High quality protein_ social
Healthy for animals and humans



Chemicals _ environmental_ social
no chemicals compared to food we know today



Materials _ environmental _ economic

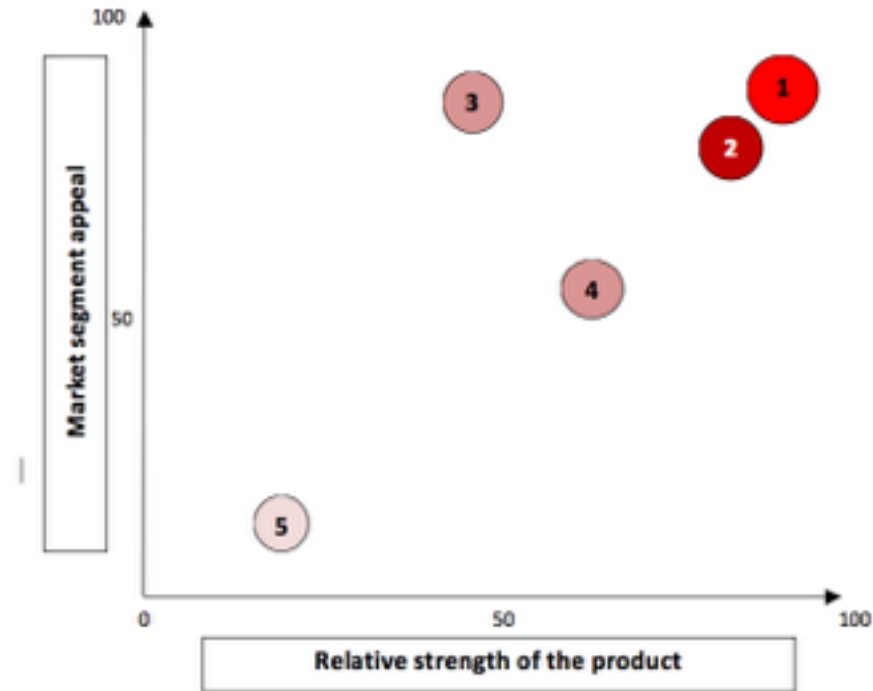


Future use _ environmental_ economic
The increase of population leads to solutions for planet
earth



Marketing

- **m**arket analysis
- **S**WOT
- **S**egmentation
- **P**ositioning
- **S**trategic objectives



Ethics & Deontology

Engineering ethics
competence, integrity and sustainability

Sales and marketing
professional conduct/healthy competition

Academic

Environmental

Design & Architecture

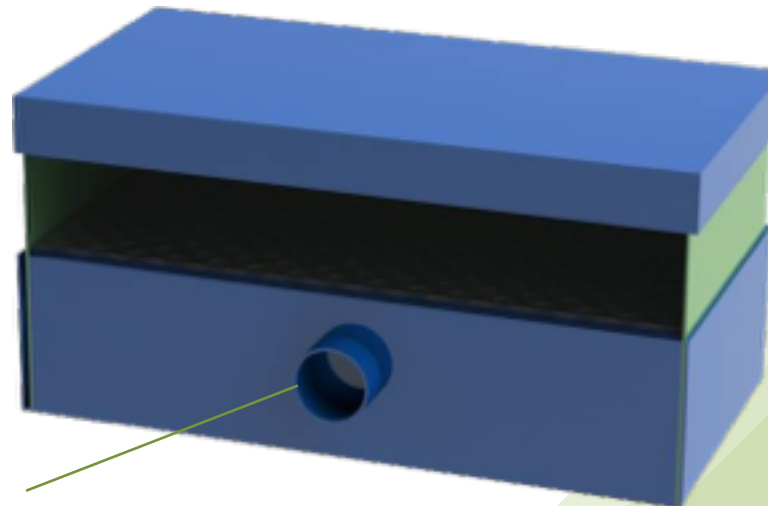
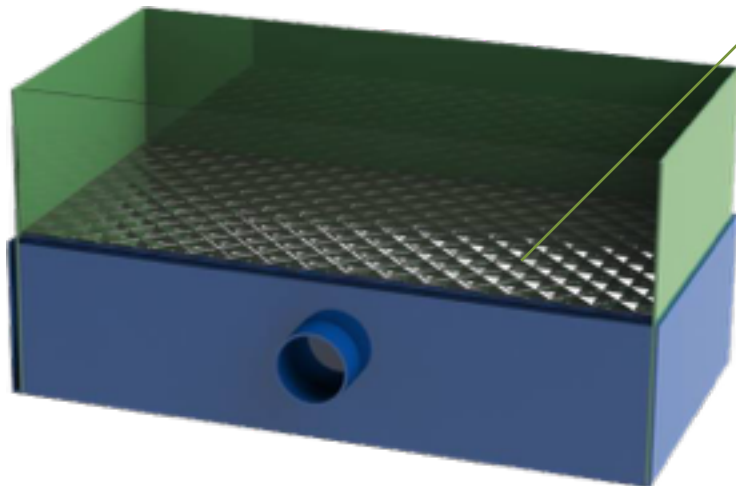
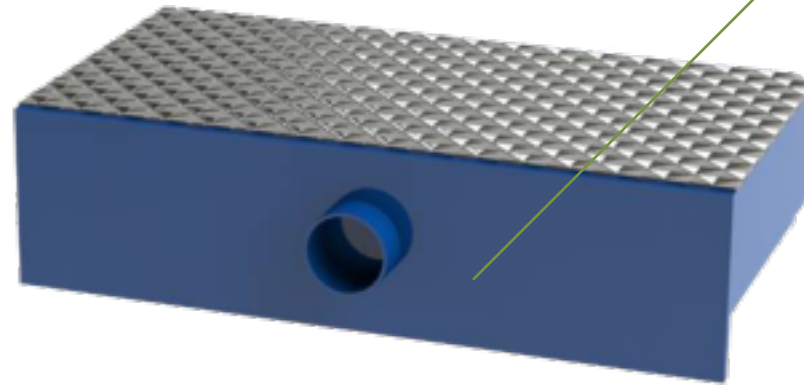
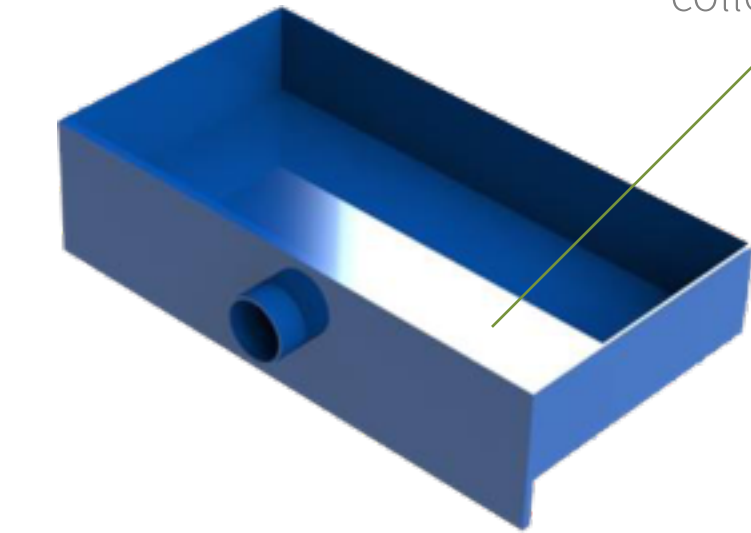
Design

collect eggs

bottom with tiny holes

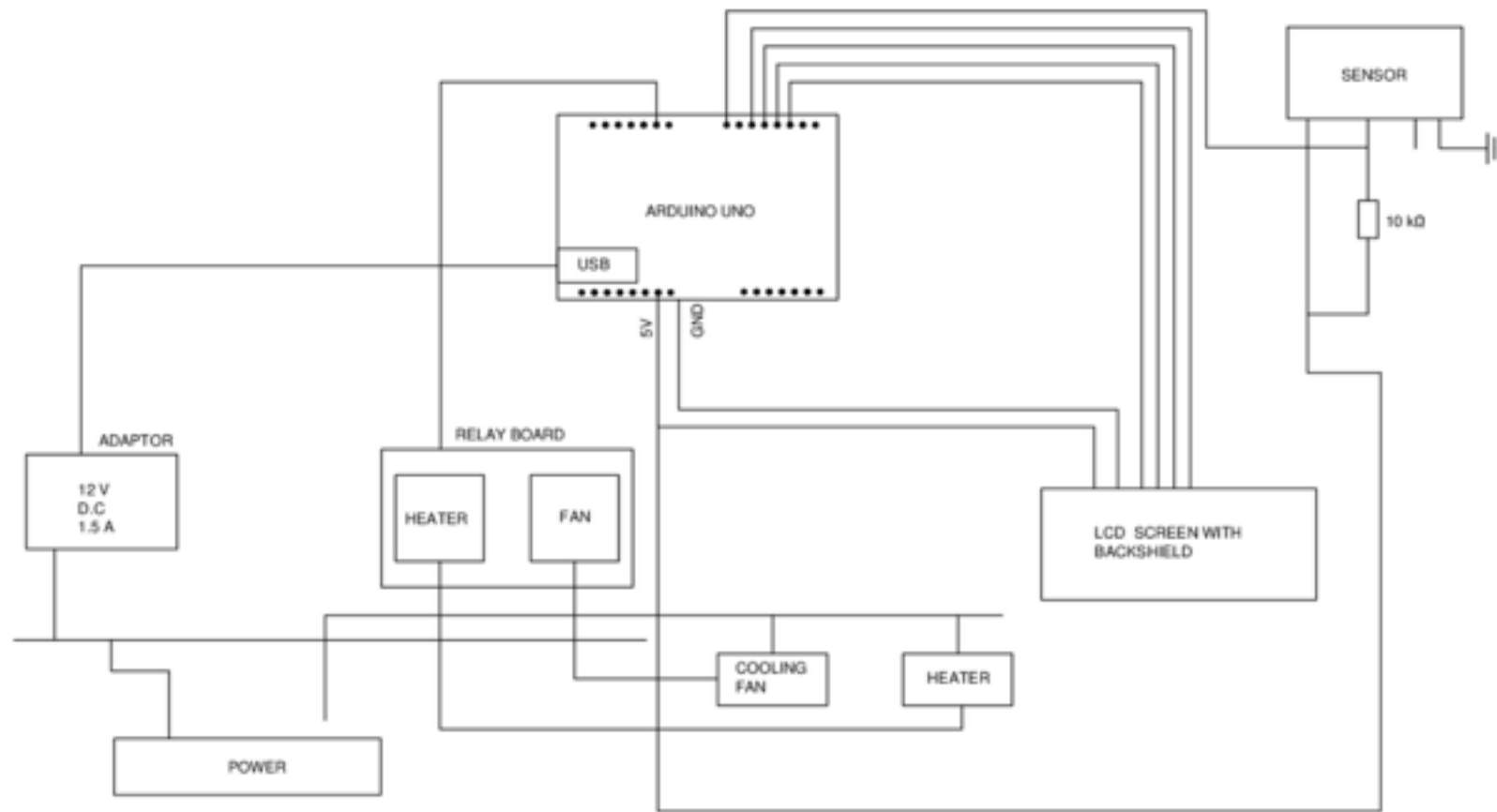
PMMA

handle



control system

electronics



user friendly

sustainable

automatic

identity

poster



identity

Leaflet

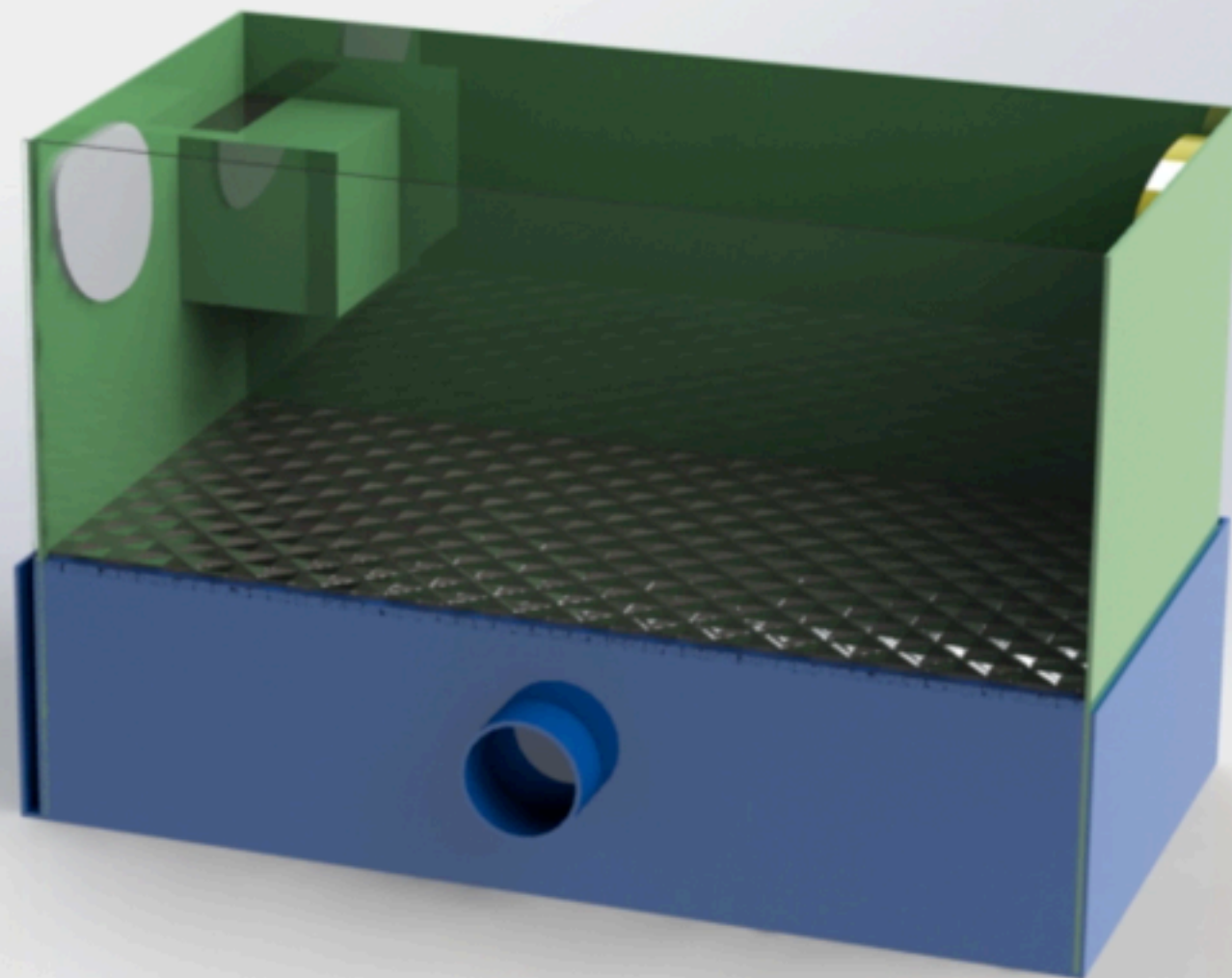


Conclusions

what have we done ?

what are we going to achieve

Movie insecto





Thank you for listening

Any questions?