

CHALLENGER KAIROS GENERAL SERVICES AND CONSULTANCY



Main point of contact:

- Dareem Jeffrey (Managing Director)

Industry sector:

- Manufacturing products.

Annual revenue:

- TT\$1.2 Million

Open innovation experience:

- No previous experience reported

CHALLENGE DESCRIPTION

EcoWash

Description: Kairos General Services and Consultancy Ltd is developing EcoWash, a line of eco-friendly detergents designed to minimize environmental impact and enhance their franchise offerings. This initiative aims to meet international demand for sustainable cleaning solutions, aligning with the company's commitment to innovation and sustainability. The project positions Kairos to compete effectively in the eco-conscious market by offering products that deliver both environmental and commercial benefits.

IMPACT OF CHALLENGE

- **Source of Issue:** Increasing international demand for the EcoWash franchise necessitates the development of a complementary product line of eco-friendly detergents to enhance service offerings and meet customer expectations.
- **Key Processes Affected:** Product development, and operations and logistics.
- **Consequence of Inaction:** Continued dependence on traditional detergents may lead to negative environmental impacts and fail to meet the growing consumer demand for sustainable products.

PREVIOUS ATTEMPTS TO ADDRESS CHALLENGE

- Contract manufacturing has been utilized to address initial product development needs.

OBJECTIVES

Objective: Develop an eco-friendly line of water-conserving detergents to meet international demand for the EcoWash franchise, enhancing product offerings and environmental impact.

OBSTACLES TO INNOVATION

High obstacles: Lack of qualified personnel, limited information on technology, and difficulties in accessing external financing.

Medium obstacles: Lack of own resources, market information, and challenges in technical execution.

INTELLECTUAL PROPERTY

The company holds one innovation patent, which provides protection for unique aspects of their products or processes.

**DESIRED SOLUTION
 KAIROS GENERAL
 SERVICES AND CONSULTANCY LTD
 TIME FRAME FOR EXECUTION – 10 TO 12 MONTHS**



DESIRED SOLUTION

The solution should facilitate:

- Low water usage for washing vehicles which makes the process environmentally friendly and sustainable (the ethos of Eco Wash);
- The use of effective biodegradable ingredients while requiring less water for effective cleaning, will increase the appeal to environmentally conscious consumers.

INNOVATION RECORD

Introduced and improved goods/services for both national and international markets, implemented service delivery and organizational method innovations.

IMPLEMENTATION EXPECTATIONS:

Product Development:

Seamlessly integrate sustainable formulation, rigorous testing, and efficient packaging to deliver eco-friendly detergents that align with market demands and enhance the company's franchise offerings.

Process Integration:

Integrate EcoWash product development by coordinating formulation, sustainable sourcing, manufacturing, packaging, marketing, and staff training to ensure a seamless market launch.

Key Requirements:

Robust testing, sustainable sourcing, efficient manufacturing, and effective marketing and distribution strategies.

Expected Outcomes:

Increased market reach, enhanced franchise value, and strengthened environmental impact through the successful launch of eco-friendly detergents.

EXPECTED TECHNOLOGY READINESS LEVEL – TRL SOLUTION BY THE CHALLENGER



TRL 6 - Technology demonstrated in relevant environment:

Technology demonstrated in a relevant environment, where prototypes of the eco-friendly detergents are tested and validated under expected real-world conditions.

TRL 7 - System prototype demonstration in operational environment:

System prototype demonstration in an operational environment, where the detergent line is fully integrated and trialed within the company's existing operations to ensure readiness for market launch.