*Identify the challenges & opportunities of developing a solution for the air pollution control in China from the environmental and economic perspective*

**Problem statement:**

Air pollution has been a severe environmental issue **in China. The government set up a national air-reporting system which now has almost 1,000 monitoring stations, pumping out hourly reports on six pollutants, including Sulphur dioxide, ozone and particulate matter less than 2.5 microns in diameter, or PM2.5. PM2.5 are tiny particles which lodge in the lungs and cause respiratory disease and even lead to death.**

It was reported that the main sources of particles, including PM2.5, are industrial production (cement, steelworks), power plant, automotive and constructions on the road.\* There have been emerging solutions to reduce the emission from different sources, such as various filtering technologies. However, challenges in systematic cost, life cycle management and material availability still cause issue to meet stringent emission regulations.

The goal of this project is to develop a novel solution, not limited to technical solution, to reduce the particle emission with proven profitability and competitiveness. Your proposal should address following items (not limited to):

* Identify the problem to be solved for targeting emission sources
* Marketing analysis (ex: regulatory, policy, industrial data etc.)
* Current solution landscape (limitations and competitive technologies overview)
* Your proposed solution
  + Ideation phase
  + Feasibility study (including estimations of cost and investments; key benefits & challenges)
  + Capability (pilot scale to large scale strategy)
  + Business model: key partners needed across the value chain to achieve success; profit estimation
* Competitive analysis for the final solution (advantage & sustainable growth compared with direct and/or indirect competitions)

**Presentation timings:**

30min/team (20min to present & 10min Q&A)

Pls make sure you cite all sources for data you used in your project or presentation.

\* Source : Environment protection agency, TOTO HP, Daikin HP, JETRO, State council of China, National institute of environmentalstudies