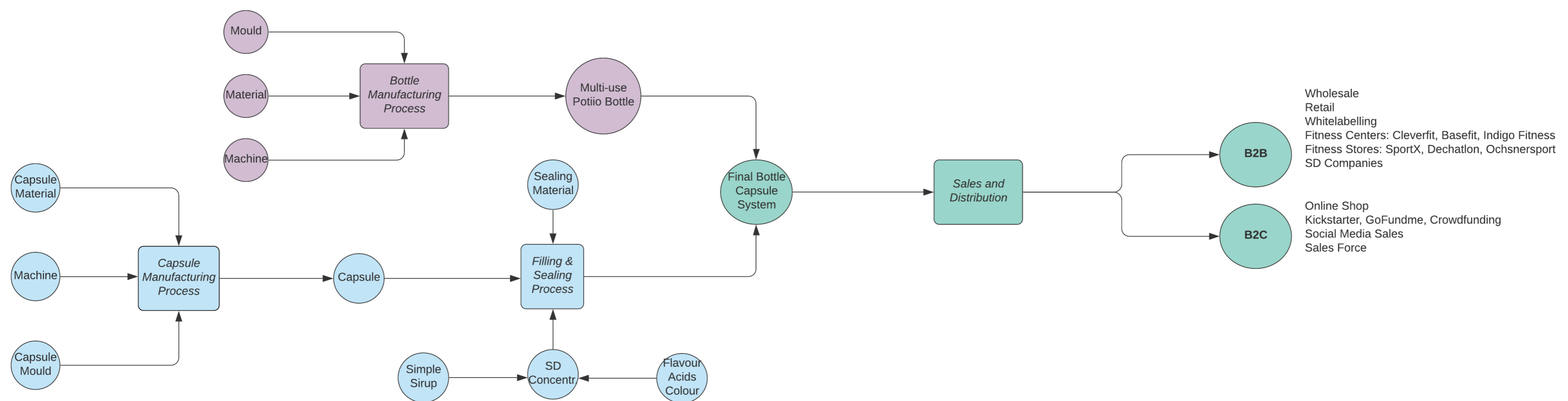


Supply Chain Mapping for ETH Startup Potiio



Abstract

Among other sugar reduction methods, artificial and natural non-nutritive sweeteners are used as a natural sugar alternative in sweetened beverages. An ETH Startup Potiio GmbH opts for a different approach, a purely mechanical novel technology in combination with multi-use drinking bottle and a one-way capsule system. As a part of the next step of product development, Potiio would like to quantitatively test its prototypes among soft drink consumers. This requires co-creation partners to support product development through pilot moulding. The aim of this study is to better understand the supply chain, to gather design-critical information, and to find possible supply-chain partners for development, prototyping, and potentially the commercial production of the Potiio system. To map a supply chain strategy, tree experts, suppliers, and customers (B2B)

in their respective fields were interviewed and evaluated on Lean Canvas, according to content analysis method for Startups by Ash Maurya. Research shows that Potiio's technology introduces a product that is unknown to the current market, where the lack of knowledge around customer needs and product requirements becomes apparent. Low PH levels of highly concentrated drinking flavour create challenges for packaging materials of the capsule system, not only for durability and safety reasons but also for the recyclability of the capsule. According to the feedback from industry interviews, two compartmented bottle shows to be technically complex for the suppliers to manufacture, requiring multiple concurrent engineering. The product is perceived as complicated from a consumer usability standpoint; however, this needs to be further investigated with a test market.

Potiio's product, although poses technical complexity, attracts big players in the food and beverage industry and as a result of the interviews, at least three companies showed interest in further discussions and co-creation. Due to the rising interest in more natural sugar reduction methods by consumers and market entry of what to be considered as competitors in the industry, time to market is an important factor to consider. It is the recommendation concluded from this study, that Potiio should co-develop its product further with the help of these resourceful companies which will consequently fasten the development process and offer support in technical feasibility. Alternatively, Potiio could also follow a second business model approach by retaining patent (currently patent pending) and licensing their technology.

Simge Kast

Project coach:
Prof. Dr. Michael Kellerhals

Project expert:
Dr. Birgit Schleifenbaum

Industrial partner:
Potiio GmbH

Semester:
HS21

Image source:
© Potiio GmbH