Introduction
Porter’s Five Forces Model

**New Entrants**
- Intellectual property patented for 20 years
- Barrier To Entry: HIGH
- New Entrant Concern: LOW

**Suppliers**
- All consumable supplies commodities: polycarbonate, acrylic
- Equipment must be made special
- Supplier Concern: MEDIUM

**Industry**
- Geodesic Domes
- Concrete Domes
- Large Tents for Temp. Structures
- Competition Concern: MEDIUM

**Substitutes**
- Buildings, roofed structures
- Current brick-mortar designs
- Substitutes Concern: HIGH

**Buyers**
- First Round: Greenfield developers, high-end use facilities, large storage
- Second Round: Medium-end use facilities, medium-sized storage
- Customer Concern: HIGH

**CSFs**
- Critical Issues
- Alternative Strategies
- Suggested Strategies
- Cultural Analysis
- Timeline
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**SWOT**

- **SWOT**
  - **Strengths**
  - Innovative new idea
  - Process:
    - Very fast construction of new dome
    - All process components are well-known
    - Proprietary approach to dome creation
    - 100% Recyclable product – zero waste
    - Multiple design options from opaque to transparent to mirrored.
    - Supplies are very easy to procure
    - Easy to upgrade to mass production – downgrade production
  - **Weaknesses**
    - First installations MUST BE PERFECT, no second chance
    - Must retool for certain sizes, might not be right market
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    - Not end-to-end solution, just roof
  - **Opportunities**
    - Local environment very open to environmentally friendly proc.
    - New Modality of design – non-existent head-to-head competition
    - Need for large structures quickly and cheaply
    - Gov. construction projects require “green” components
  - **Threats**
    - Concept not status-quo, might not gain acceptance, too unconventional
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Critical Issues
Alternative Strategies
Suggested Strategies
Cultural Analysis
Conclusion