

## COMPUTER SCIENCE TRIPOS Part II – 2022 – Paper 9

### 3 Business Studies (sam56)

Working with friends in college you have identified a new insulation material that you think could reduce the carbon intensity of the University's estate.

- (a) Discuss what a product using this material needs to accomplish to be successful in the broader market of home insulation products? [6 marks]
  
- (b) After considering the market for insulation materials you decide that the best way is to sell the product directly to home owners and recommend trusted builders to install the product. How would you go about creating and managing a sales pipeline for your insulation product? [14 marks]