



اَوْنِيُوْ رَسِيَّتِي تِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**OCTODRY**

**BLUEPRINT**

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| <b>Faculty</b>         | <b>:</b> | <b>FACULTY OF COMPUTER SCIENCE AND<br/>MATHEMATICS</b>  |
| <b>Program</b>         | <b>:</b> | <b>BACHELOR OF SCIENCE (HONS.)<br/>MANAGEMENT MATHEMATICS</b>   |
| <b>Program Code</b>    | <b>:</b> | <b>CS248</b>  |
| <b>Course</b>          | <b>:</b> | <b>ENT600 TECHNOLOGY ENTREPRENEURSHIP</b>   |
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| <b>Submission date</b> | <b>:</b> | <b>9 JULY 2025</b>  |

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## **1.0 EXECUTIVE SUMMARY**

Octodry is a smart, innovative drying appliance designed to address the issues faced by those who stay in small living places and areas with variable weather. The appliance is a hybrid of standing fan and drying rack, which is an easy indoor drying option. Being compact in size, Octodry is an ideal solution for working individuals, students, and small family households who live in apartment or shared living conditions.

The product contains smart technology, including an auto-detach feature and rechargeable power system. An LCD screen as well as a remote control to make life easier through control of settings without having to stand up. Octodry is made of ABS plastic as well as aluminium alloy and thus is light, tough, and rust-resistant, guaranteeing it will last for years in any household.

Yet to be in the prototype phase, Octodry is currently being tested for user-friendliness and is to be manufactured in minimal quantities. A market survey has also been carried out by the team, receiving good reviews to further refine the product prior to large-scale production. With expected increase in sales and competitive pricing, Octodry is poised for wide acceptance in the marketplace, with 5000 units for the first year and 10000 units in the third year.

Octodry's funding plan will be a combination of management equity capital and bank loans to cover the initial platforms and influencer partnerships for promotional purposes and sales.

Overall, Octodry addresses the home problem of drying indoors in an efficient, cost effective, and space-saving, and it is a likely addition to the growing roster of intelligent home devices.

## **2.0 PRODUCT OR SERVICE DESCRIPTION**

### **2.1 PRODUCT OVERVIEW**

Octodry is a modern and smart drying appliance that allows users to dry clothes with ease, especially in small spaces and poor weather conditions like rain. It is designed to eliminate genuine problems faced by people living in apartments, dorms, shared rooms and small houses where there is not enough room for hung clothes and a large electric dryer is too expensive or impractical. Octodry comprises a drying rack and a standing fan, it is different from a regular drying rack since it has unique and smart components.

The main body of Octodry is made using strong and light materials like Acrylonitrile Butadiene Styrene (ABS) plastic and aluminium alloy. This product uses ABS because ABS provides chemical and thermal stability, while the butadiene adds toughness and strengths. ABS has low heat and electricity conductivity that is especially helpful for product like Octodry. Aluminium alloys are created by combining aluminium with other components to improve qualities like strength, rust resistance and workability. Our company prefer using these alloys because they are lightweight, high strength-to-weight ratio, resistant to corrosion, making them perfect to use for the Octodry body. The drying arms can rotate in a clockwise direction with the help of a DC motor.

Additionally, the design is tall and slim for users to save space while using the dryer. The colour options are simple and neutral, so they fit in with most home interiors. The aim is to make daily laundry easier, faster, and less tiring, especially for students, people who live in small house or room, and working adults.

### **2.2 APPLICATIONS AND USES OF THE PRODUCT**

The primary use of Octodry is to dry laundry indoors with minimal space and energy usage. It is especially helpful for people who live in places where it rains often or where there is not enough sunlight to dry clothes naturally. Octodry also allows people to dry their laundry anytime, that includes night drying and even during wet

seasons. This product allows for drying a variety of laundry items, especially for small, lightweight pieces like baby clothing, socks, underwear, scarves, and hijabs.

Besides being used as a drying rack, Octodry can also be turned into a standing fan. This means when it is not being used for drying laundry, users can always use the product to reduce heat in their rooms. Therefore, Octodry is a multi-function product, which is adding more value and usage for people with limited living space.

Octodry is very suitable for university and college students living in dorms or shared rooms, families living in small apartments or flats, mothers with babies who need to wash and dry clothes frequently, as babies often require clothing changes for comfort or due to emergencies, working adults who want fast and easy laundry solutions, elderly users who want something simple and not too heavy, and everyone who interested in purchasing our product and experiencing the features our company has included in them.

## **2.3 UNIQUE FEATURES AND MARKET DIFFERENTIATION**

This product includes smart technology and a modern design to enable the user to dry their clothes better and with less effort. Unlike traditional racks that rely solely on natural air or sun, Octodry can be reliable whenever it used regardless of the weather.

Octodry designed with a various unique feature that increase both the value of the product and usability for the users. The first is an auto-detach system. Once the drying function is finished, the clothes will automatically detach from the Octodry and drop into the laundry basket placed below. This feature is significantly faster than manually detaching clothes, which save time and hassle. In addition, there is the dual function of the unit, Octodry can operate not only as a drying rack but also as a standing fan. It makes good sense, particularly for those living in small living space, to save time and space as well as the expense of buying two different devices.

Another useful feature is the remote control, which includes buttons that have clear icons. Users can control Octodry without leaving their chair. This allows elderly users or busy individuals to enjoy convenience. Paired with smart LCD screen, which