



ENT600
TECHNOLOGY ENTREPRENEURSHIP

BLUEPRINT: HEART BRACELET

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1. EXECUTIVE SUMMARY

HEART BRACELET was first established on 10th September 2017. HEART BRACELET is not the only company in Malaysia that produce smartwatch or smart bracelet. But we wish to acquire national within three years. We see it as our main mission to provide high quality, higher standard lower prices and better service to the targeted markets. Basic corporate objective is reflected in everything that we do, which is contribute to the enrichment of the quality of lives for people around the world.

Our product mainly targeted for people that suffer from heart problems but it also suitable for all ages as it is multifunction. Every family from the lower to high income family can afford to buy our products as the price we offer is very reasonable compared to the other brands. HEART BRACELET are especially appealing to person that suffer from heart disease. According to National Heart Institute, IJN (February 23, 2017), they received 300,000 patients, while on 2016, they received 280,000 patients that having treatment in the IJN. The director of IJN mentioned that the total number of patient that suffer from heart problem is increasing 5% to 7% each year.

The minimum price that will be spend for our product will only RM250, therefore we can predict about each 33% of customer in Malaysia will attract with our product. This 33% is the total number of the person that suffer from heart problems. As our product more focus to this problem. The total market size for our product is about RM 23,085,000.00. This product also has potential profitability because it is a new invention product by us. People nowadays are more prone to use the latest products in order to follow the latest technology trend. Other than this product will might save one of your family member's life. So, I believe that one will not doubt to buy this product for themselves or their family members hence our product is very cheap compared to the other brands.

Our management aim to providing excellence in our product and services, continuous effort to expand new market , enhancement of research and development on a long range perspective commitment to care for end users through providing even better service after sale and pursuit of further globalization. Other than that, by having the competitor around us, it helping us to keep thinking and researching new enhancement that can be done in order to give the customer a very good quality of product yet with a suitable prices.

2. PRODUCT DESCRIPTION

Name of our product is Heart Bracelet. Materials of bracelet bands is Rubber band. It easily adjustable bracelet by using button. Possess 2 cm width of screen and the length of screen is 3 cm. Maximum length of heart bracelet including screen is 20 cm. Heart bracelet is waterproof but not suitable for swimming on for wudhuk and other chores. The battery is long lasting battery up to 4 to 5 years. Possess USB port for personal computer and android phone and charging purposes. We provide 5 different colour which are Black, White, Maroon, Gold, Purple and Blue. It come with vertical or horizontal screen of heart bracelet. Simple sleek design, lightweight and highly portable. Operation mode is touch screen. Variety of function such as Pulse rate reading, Pedometer (Body mass index, calorie count, steps walking, running distance), Body temperature, Navigation, Emergency button that provide alert direct to nearest medical center and Pulse Oximetry.

We create a product that is specially made for patient who had a heart disease. Our company has come up with this idea in order to reduce the number of death cause by sudden heart attack and avoiding any lateness of taking further action that lead to lose of life. This is because, our heart bracelet possess a button for an emergency alert to inform other that is directly connect to nearby hospital or medical center. Less than 2 minutes time interval, nearest medical center or nearby hospital already detect the navigation of patient and immediately they will send an ambulance to the place where it happen for patient to receive further treatment. This process not required any internet access.

Red alert happen due high pulse rate or sudden heart attack of users, user are told to push the emergency button on the bottom part of the display screen. The heart bracelet will yield 3 different heart sign based on pulse rate. Yellow alert when the pulse rate is between 79 and below, green sign when pulse rate is between 80 and 120 and red alert is between 120 and above.

Other than that, the custom heart rate sensor in heart bracelet can help gauge user intensity during workouts to improve overall calorie tracking. Besides heart disease patient, our heart bracelet also suitable for sporty person in order to determine pedometer measurement such as running distance, step waking, calories consumed and calorie burned without any application. It can be done by just sliding the screen and choose the operation mode on the LCD screen of heart bracelet.

Heart bracelet possess advance technology such as navigation, accurate and sensitive pulse rate, three different alert (green, yellow and red), Body mass index, steps of walking, running distance, calorie consumed and body temperature. Plus, sedentary reminder to helps users promote a healthy lifestyle. Furthermore, we also provide pulse oximeter. Pulse oximeter is for people with COPD, asthma, Congestive Heart Failure (CHF) and other condition, pulse oximetry is a technology used to measure the oxygen level in our blood and heart rate. We equipped with technology to rapidly detect changes in user's blood oxygen level that connect directly to our Heart Bracelets and display the result on display screen of Heart Bracelets.

The main body of Heart Bracelets can be removed and connect to USB for charging or other purposes such as connect to personal computer or smart phone. Our heart bracelet also possess a smart card (SIM) that stores data for GSM cellular telephone subscribers. Such data includes user identity, location and phone number, network authorization data, personal security keys, contact list and stored text messages. Thus, when location detection occur no internet access is required from both parties.

This heart bracelet will help people due to variety of function which it is very productive and user friendly for heart disease patient to use it anytime. In addition, it also comes with various colour and simple sleek design, lightweight and highly portable which is suitable for any range of age either youngster or veteran people.

However, heart bracelet also come with few weakness. Requires application to access more specific details about pedometer measurement (calorie burn / consumed, Body mass index, steps count and running distance). Firstly, consumers' cautiousness for the new products. Heart disease patient prefer to go to the hospital to check their pulse rate. Secondly, some patient or consumer have trust issue with advance technology. Thus, they become unwillingness to try something new. Thirdly, faced problem with price. Some parties feel our price is too expensive and not worth it. Fourthly, short interval time of warranty. 6 month only. Users want more interval time of warranty up to 1 year. Lastly, too much technology which somehow could harden user or heart disease patient.