



## TECHNOLOGY BLUEPRINT OF FOCUS ALARM

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## 1. EXECUTIVE SUMMARY

Today's situation has forced people to change their normal lifestyle to adapt indirectly. It may cause some problems with people that still cannot fully adapt to the situation such as an unorganized daily schedule and activity affecting their day. Situations such as studying and working from home may cause distraction from surrounding thus affecting their work. Our purpose when invented the product is to help organize their schedule efficiently and provide reminders of their activity. Focus alarm provides a good service to help users to focus on work and to keep users on track with their schedule. This product includes two applications which are the main device that users can input their schedule and a bracelet that connects to the main device that works as the alarm that will emit light pop up and alarm sound based on the scheduled time.

Our targeted customers in the initial phase are students in Malaysia and workers that have common problems regarding their daily schedule. Approximately, our product can reach the foreign region in the following years. The Focus Alarm is expected to earn a modest profit based on the projected sale. The initial growth will be moderate as we established the awareness of our product in the market. The sales are also expected to increase by allowing our product to be sold on the e-commerce website and online applications such as Shoppe and Lazada to expand the marketing.

Focus Alarm's competitors are Smartphone reminder application, smartwatch, and Droplet. Based on the feature of these products compared to Focus Alarm, our primary competitive advantage is the feature of technology sensors called Ultrawideband (UWB). Ultra-wideband is one of the best technologies in communication and data transmission. Another advantage is this product does not require a smartphone. Thus it will help the user to stay focused for a long period on the work without having a distraction from their smartphone.

Our product is estimated to gain reasonable profit in the first year and expected to be lesser for the next two years. However, it is also estimated to gain stability for the following years as the product gains its recognition by the consumer.

Alert company will be conducted by an Executive Manager who has experience in business as she has her own SME business for almost six years. The other top managers are also very resourceful, knowledgeable, and experienced in business which can put them well together and make sure the company could run efficiently.