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# UNIVERSITI TEKNOLOGI MARA

## ENT 600: TECHNOLOGY ENTREPRENEURSHIP

### BLUEPRINT OF SMART POSTURE CORRECTOR (SPC)

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Muty - person  
no sales forecast  
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**COMPANY'S LOGO**



## CHAPTER 1

### 1.0 PRODUCT DESCRIPTION

#### 1.1 Introduction

The team is developing a Smart Posture Corrector (SPC). SPC is a corset that is useful as it provides ergonomic purpose in human body. The idea of this product are to keep our body in perfect alignment, maintaining the spine's natural curvature, with our neck straight and shoulders parallel with hips.

#### 1.2 Purpose of development

Purpose of SPC is to prevent back pain due to incorrect posture during work or in daily routine. Back pain is the common problem within people in Malaysia due to poor posture. Back pain problem can caused pain, discomfort and decrease in quality of life.

#### 1.3 Product Concept

SPC is a corset fitted with high technology device to correct the poor posture.

#### 1.4 Product Functions

High technology device- The device is used to detect incorrect joint alignment by wireless motion tracker and give signal to user through the sensor and then produce vibration. Besides that, it will give signal to smart phone by pop up the information.

#### 1.5 Unique features

The uniqueness of the product for availability in Malaysia market consists of:

- Use wireless motion tracker (WMT) to detect posture or position at every joint
- Use high technology sensor to receive signal from WMT due to bad posture or position.  
Then sensor will sent signal to vibration motor and smart phone
- Use vibration motor in alerting the user about their poor position
- The device is linked to smart phone to correcting the posture
- Application in smart phone is provided to inform user in correcting their position