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1.0. EXECUTIVE SUMMARY

One of things in this world that we cannot control is the weather. Rain is an unexpected occurrence that used to happen in our daily lives without prior anticipation and prediction, catching people off guard and surprising them. This could lead to a sudden plan and activities as individuals may have not prepared for expected rain. Most people don't want to carry an umbrella, carrying an umbrella is inconvenient, especially if the person doesn't have a convenient place to store it when it's not to use, it can be cumbersome to carry an umbrella throughout the day, and people may not want to deal with the hassle. Therefore, our firm created an umbrella that can be seen in the dark, easy to store and an umbrella that is resistant to water.

Our umbrella is not just an ordinary umbrella like you can find in any convenient store or online store that provides the basic function. Our umbrella is more than that, it solves all the problems in every aspect for those who use an umbrella. It is generally for protecting against rain but with additional technologies, such as umbrellas with Water-Repellent Coating. Our umbrellas come with special coatings that make them resistant to water. This coating helps rainwater bead up and roll off the surface of the umbrella rather than being absorbed. Our material that we used in the umbrella helps it to dry itself without even having to wait. It can avoid the musty odor even after we store it in a closed environment. In terms of convenience, our umbrella is specially made for easy to carry and store while not using it. We also added a glow in the dark feature to our umbrella, the glowing feature makes you more visible to others during nighttime or in a situation with reduced lighting, enhancing when walking.

2.0. INTRODUCTION

Technology is the use of devices and scientific knowledge in order to achieve certain goals while solving real-life problems. To be able to produce and use equipment, systems, and gadgets to increase productivity, address issues, and satisfy human needs, it includes a broad range of approaches, abilities, procedures, and methods. Many sectors, including communication, transportation, healthcare, agriculture, entertainment use technology. Technology may also be found in systems, services, and products when its main objective is to solve problems. Besides its one main role, it provides numerous additional roles in human society. This has led to the development of a number of revolutionary technological developments that have the power to bring down traditional business models. Examples of these innovations include those related to the internet, artificial intelligence, robotics, biotechnology, renewable energy, and virtual reality. Technology innovation is having a beneficial effect on communities and individuals as it advances across different industries and creates additional possibilities.

The process of finding, creating, and exploiting chances for the development and commercialization of technical innovations is known as technology entrepreneurship. Technology entrepreneurs are people or organizations who take on the task of introducing new innovations to the market, frequently in an effort to solve issues, increase productivity, or develop completely original goods or services. Technology entrepreneurship plays an important role in solving social issues, encouraging economic growth, and promoting innovation since it introduces new as well as important technologies to the market.