



TECHNOLOGY VENTURE BLUEPRINT
ExpressO (Express Beverage Blender)



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Group Name : AP2485A

Group Members : 1. Nor Yusra Izzati Binti Ahmad Shafiei / 2018400624
 2. Nurul Haziqah Binti Kamarul Ariffin / 2018680864
 3. Siti Maisarah Binti Azmi / 2018227214
 4. Siti Umairah Binti Sallehudin / 2018425404

Checked by : Dr. Sharifah Zannierah Binti Syed Marzuki

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1. EXECUTIVE SUMMARY

Nowadays, people are concerning about time saving, Our ExpressO (Express Beverage Blender) is a kitchen appliance used to mix beverages. ExpressO (Express Beverage Blender) consists of a blender container with a rotating metal blade at bottom, powered by motor in the base electric base. This blender also can crushes ice. This innovative blender are the blender that combined two features which is Coffee – Pod Blender Machine (have a coffee brew machine diffuser) which is direct to brew system and Flavor – Pod blender Machine (fruits/cordial blending machine diffuser).

The blender can diffuse the own flavor only with one button, there are some function included have a few compartment that can be filled by various flavor for blended beverages. Then, the other features are auto- flavor making with only one button we can choose either we want hot brewing coffee or icy various flavor blended beverages. Because of the two option of beverages, it shows that this ExpressO (Express Beverage Blender) can produce hot/cold drinks. ExpressO (Express Beverage Blender) also easy to clean once has been used this is because we only have to unattached the blender container parts only without worrying the motor in the electric base will affected during the cleaning session.

In order for practical and time saving during the beverages preparation, we come up with new ideas. The competitive advantages for this product are, this product will be useful for working individual, family and beverages line industry because has many advantages. For example they should invest on innovative blender which is the blender can diffuse the own flavor only with one button without required the barista measure the ingredient for the beverages first. Here is the situation: The innovative blender has a few compartment that can store the beverage's flavor. So, with the only one clicks on the desired beverage's flavor button for example Ice Latte, then, the beverages will ready within 3 minutes without wasting barista's time to finding, measure and prepare the ingredients. With this innovation, this will makes the services faster and the output of the product will increase. Hence, if the output increase the input will increase too.

The profitability of this product are based on our target market which is 15 units per month, within 1 year. The management team have 5 department which is Executive Manager, Administrative Manager, Financial Manager, Marketing manager and Operational Manager.

2. PRODUCT OR SERVICE DESCRIPTION

Finding the right beverage maker may be challenging since we want the best appliance to make us feel easy and save our time and energy. No matter what brand or what type you choose to get the best beverage makers that available in the market, you are sure to encounter some underlying problems and evidently, these issues will restrict you from enjoying a cup of your favorite beverage as the day starts. Start the day right with a coffee machine or juicer in your kitchen for fresh coffee or juice. Enjoy your favourite beverage freshly prepared in your own home, office or coffee shop with ExpressO, the coffee machines and juicers. For those who need a caffeine hit we not only have coffee makers but we also have capsules so that making coffee is even more user friendly than before. Looks like having a coffee pod machine and a juicer all separately is no longer necessary. Therefore, with the goal to achieve high product quality and consistent taste profiles in a short time, we have invented a new technology called 'ExpressO' beverage maker in which it is easy, safe and fast to be used.

There are numbers of features that available with our beverage maker. First of all, ExpressO as our new beverage appliance beverage maker works as two in one machinery. Taking the purpose of the two machines, combining them and even adding a third juice function, the machine feature various type of beverage. In order to deliver the highest quality in cup time after time, ExpressO uniquely intelligent design can also be used to make a cup of great coffee and even smoothies. The machine offers three separate fluid lines, one dedicated to coffee, one dedicated to juices and the other one is for the ice. Users can easily customize their favorite beverage just in a moment. The ExpressO is said to be the first ever of its kind

In addition, other than the combination of beverage machinery, the ExpressO machine also attached with Smart-User Interface that enable the user to customize their own cup of beverage. It also offer the user a wide range of controls and personalization based on user's favorite. The touchscreen display offers different ways of viewing the drinks selection where users can simply choose the beverage type, beverage cup size, the coffee dose adjustment, preferred amount of milk and sugar, customize the drink temperature and cleaning function keeps your machine in great condition.

Moreover, users can communicate with ExpressO, the unique beverage maker. By using the technology of the integrated bidirectional Wi-Fi or Amazon Echo, it works with Alexa and Google where user just simply say "Hey Espresso!" and it will activate the beverage machine. Other than that, user can also install the ExpressO Application and control the activity remotely from iOs or Android devices and you can monitor the progress through the apps. When the machine is paired to the device, the ExpressO App will let users know if their machine needs their assistance such as maintenance alerts or informs the users when their are running low of water or materials.

This machine is equipped with an energy saving feature. It will automatically switch to the energy-save mode after 20 minutes of non-use. It is an automatic mechanism that switches your machine into the power-off mode in order to save energy and prevent your machine from possibly staying on overnight and suffering the consequences of a power surge. User can simply press any button or say "Hey Espresso" to return to the operating mode.

Last but not least, the exquisite design of ExpressO machine comes with cold color scheme such as silver and black. We choose this stainless steel color palette is to make fairly durable for any space such as kitchen, workplace or even the coffee shop.