



THE MILLENNIALS DISKBANK

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1.0 EXECUTIVE SUMMARY

1.0 BRIEF BUSINESS AND PRODUCTS CONCEPTS

Our company have produced a MILENNIALS DISKBANK which is a power bank as well as hard disk. This product is made to solve people problems that arise from the regular power bank and hard disk.

1.1 THE TARGET MARKET AND PROJECTIONS

The target market for this product is office worker and university students as they need to do work and place to copy or save their work.

1.2 THE COMPETITIVE ADVANTAGES

This product has some competitors. But as the company research about the opposite rivals, our product has more advantages and can sell well because of its unique function and also for the quality.

1.3 THE PROFITABILITY

This product is profitable to the company because in this developing country everyone use gadget and need MILENNIALS DISKBANK as their companion when working or doing work outside.

1.4 THE MANAGEMENT TEAM

The management team for this project is very dependable and give full commitment to make sure that this business is in success. They also tried their best and do research accordingly for this project.

2.0 PRODUCT DESCRIPTION

2.0 PRODUCT DETAILS

The product that been produced by our company, DuoPower Sdn. Bhd. is the MILENNIALS DISKBANK. The MILENNIALS DISKBANK is a device that can act as a power bank, as well as hard disk. This device also has built-in wires that made it easy to use by the users who buy this product. The built-in wires also have two type which are, type C USB and micro USB. The MILENNIALS DISKBANK also has appealing design and pattern that aim for the youngster who always trendy and up to date to latest trend. This device also has slim design that made it only weight under than 200g.

Also, the MILENNIALS DISKBANK use technology such as, short circuit protection and over-heat protection. These two technologies are used to protect users from any unintentional incident. This device is likely to solve problem that some people have which are lack of space and many others. Lastly, the MILENNIALS DISKBANK is designed as two-faced which the front is power bank and the back is hard disk.

2.1 PRODUCT APPLICATIONS

The MILENNIALS DISKBANK can be use both as power bank and hard disk. The built-in wires are used to connect your phone and tablet or even laptop. When connected, there is a button that allow users to choose the function that they want to use. Other than that, the MILENNIALS DISKBANK also have LCD panel which can display the battery capacity percentages and the hard disk storage used.

2.2 PRODUCT UNIQUE FEATURES AND DIFFERENCES

This product unique feature is this device can act as power bank and hard disk simultaneously. This is unique and different from any products that can be found out there. Products out there only can be only one, either power bank or hard disk. This clearly shows how unique and different my company product that the others in the market. Also, this device has slim design and appealing design that made it difference from the other device.

2.3 PRODUCT SPECIFICATION

| | |
|----------------------------|---|
| Power bank capacity | 10 000mAh |
| Hard disk storage capacity | 1 TB |
| Size | 10cmx6cmx0.8cm |
| Weight | 198g |
| Features | <ul style="list-style-type: none">• Built-in wires for both type C and micro USB• LCD display• Charging port• High speed charging and data transfer• Buttons for specific use• Charging port |
| Patterns | Abstract/Geometry/Colours |

Table 1.0 Product Description

2.4 PATENT OR PROPRIETARY FEATURES OF THE PRODUCT

THE MILENNIALS DISKBANK will be patent immediately to avoid stealing of ideas. Both utility and design patent will be considered for this product. The propriety features for this product is the double-faced design which have the power bank and hard disk in one device.

2.5 OPPORTUNITIES OF THE PRODUCT LINE

In the future, our company have a few planned to improvise and expand the product. As for the improvise, the research & development team may add the GPS function in THE MILENNIALS DISKBANK so that the owner of the device can feels more secure and at ease if their THE MILENNIALS DISKBANK ever gone missing.

3.0 TECHNOLOGY DESCRIPTION

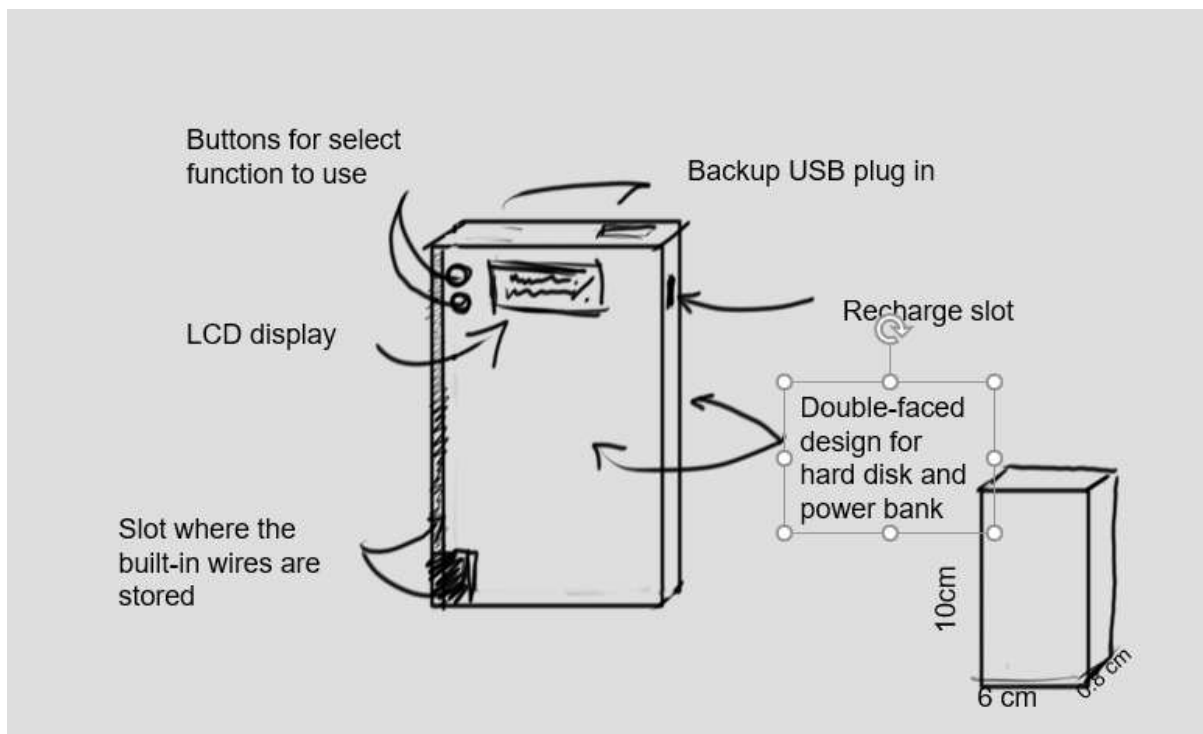


Figure 1.0 Product sketch

As the product sketch that have been provided above, this MILENNIALS DISKBANK will have double-faced design that put both of the power bank for charging your device and the hard disk to save all your works in one device. For the LCD display that use to display the power bank capacity percentage we use a technology which a liquid crystal material is sandwiched between two sheets of lass. This technology allows the light to be display in forms of numbers to display the percentage of the power bank. The next technology that will be use is the high-speed charging and data transfer. The built-in wires in the MILENNIALS DISKBANK can deliver greater current and high voltage to charges the battery faster and smooth data transfer. The built-in wires have the voltage of 5V and can withstand current 0.5A/0.9A, also the max power is 4.5W which is overall is higher than any standard charging devices.

Next, the technology use is over-heat protection technology using the thermal fuse. The technology is to install a low-melting point metal protected by wax on a varistor through a process. When the varistor leakage current is too large, and the temperature rises to a certain extent, the low-melting point metal is blown, therefore it will cut in the circuit and can effectively prevent the varistor from burning.