



إِنِّي كُنْتُ لَوَاقِي فَايْرَارِ
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

ENT600

TECHNOLOGY ENTREPRENEURSHIP

TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT

“Book Page Self-Holder”

PREPARED BY : Azim Azri bin Zairus Effendi

MATRIX NUMBER : 2019341377

GROUP : D2CS2914A

PREPARED FOR : Madam Azzah binti Amran

SUBMISSION DATE : 11th June 2020 – 1st July 2020

EXECUTIVE SUMMARY

Bailetti (2012) defines technology entrepreneurship as an investment in a project that assembles and executes specialized individuals and heterogeneous assets closely linked to the developments in scientific and technical expertise in order to generate and capture value for a product. This study focuses on the emerging trends and issues that are facing the book reading community. The main issue regarding book reading for avid readers and student is the pages of their books tend to flip by itself due to wind or the reader's mistake. When this happened, readers may lost the page he or she was currently reading. Moreover, if the reader wanted to pause their reading session, he or she needs to fold the page or look for something that can act as a bookmark. Folding the pages of a book will leave a crease mark thus, devalues the book.

Book Page Self-Holder is mainly targeted to students varying from elementary schools to higher-education institutions such as universities, colleges and matriculations. In addition, this product innovation also targets avid readers.

The product is made from polycarbonate plastic. The reasons for choosing this material is because it have high strength making it resistant to impact and fracture, and further providing safety and comfort. It is also lightweight, easily worked, molded, and thermoformed. Book Page Self-Holder has functions and advantages not found in today's market, thus providing a competitive advantage over more established competitors.

TABLE OF CONTENTS

Contents	Page Number
i. Executive Summary	i
ii. Table of Contents	ii
1. Product Description	1 – 2
2. Technology Description	3 – 5
3. Market Analysis and Strategies	6 – 14
4. Management Team	15 – 25
5. Financial Estimation	26 – 30
6. Project Milestones	31
7. Conclusion	32
8. References	33

1. PRODUCT DESCRIPTION

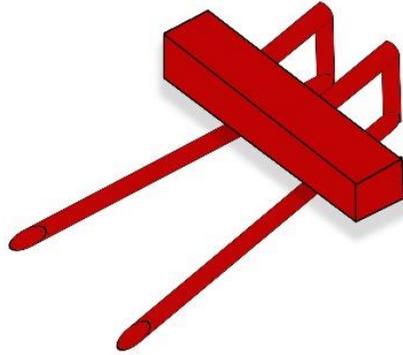


Figure 1.1: Innovation Product (Book Page Self-Holder)

This product focuses on the emerging trends and issues that are facing the book reading community. The main issue regarding book reading for avid readers and student is the pages of their books tend to flip by itself due to wind or the reader's mistake. Moreover, if the reader wanted to pause their reading session, he or she needs to fold the page or look for something that can act as a bookmark. The main purpose on why this product is developed is to meet the requirements of consumers' demands regarding the solutions to the proposed problems.

Product features can be defined as an element of an item which is fit for satisfying a specific consumer requirements. The Book Page Self-Holder consists of one (1) page holder and three (3) rods. Consumer does not need to assemble the product as the product is ready-made in the factory. Thickness, length and size of various books are being considered when designing the dimensions of this product. The thickness of each rod is 0.5cm x 0.5cm while the lengths varies

for all three. The main page holder have a thickness volume of 10cm x 2cm x 0.7cm. The overall size of the product is 10cm wide, 15cm long and at a 2.6cm height. This product serves a dual purpose function as to solve the problems stated in the problem statement. It can serves as a page holder and also as an alternative to bookmark.

The final concept design considered the overall weight and cost of the product. A smoother cylindrical rod gave the product a more modern and sleek design. The materials for the final concept will be polycarbonate. The reasons for choosing this material are:

- High strength making it resistant to impact and fracture, and further providing safety and comfort
- Easily worked, molded, and thermoformed
- Lightweight
- Chemical resistance
- Offering good heat resistance, thermally stable up to 135°C

The Book Page Self-Holder help people with the design which was very simple and productive to bring it anywhere. In addition, it also comes with various choice of vibrant colors making it very suitable for any occasion or place such as in the library, in the study or reading area, in a restaurant, or even in a public transport.