



**TECHNOLOGY ENTREPRENEURSHIP (ENT 600)**

**BLUEPRINT**

***'VOICE MIND'***

**FACULTY: FACULTY OF SPORTS SCIENCE AND RECREATION**

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**GROUP:**

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**PREPARED BY:**

NUR ADILAH SYAFIQAH BINTI ADIMAN (2019339049)

**PREPARED FOR:**

MADAM HILWANA BINTI ABD KARIM

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## **1.0 EXECUTIVE SUMMARY**

Nowadays, people are busy with their life such as busy workers and busy housewives. They need to manage their time to serve the best for their life especially for those who have married. Therefore, our company offers Voice Mind that provides a functional tool for human beings especially for people with an active lifestyle and people who love music. Our team will ensure that users can feel the experience while using this Voice Mind. In addition, it offers a reasonable price for Voice Mind so that middle income people can afford to buy this product.

The target market for my product is individuals who love music and people who have active lifestyles. People who love music will care about the product's design and the function. This is because design is the main element where product could stick longer at the ears and probability to fall is low. These people are also concerned about the function where the Voice Mind are able to do anything other than hearing music. People will like it when they can reduce surrounding distractions without being taken out and at the same time able to hear music clearly.

The ability of the Voice Mind that could reduce surrounding distractions, design that has high stability and multi-task Voice Mind able to attract people who love music to have this product. Most people who exercise alone will prefer to wear product like this and listen to the music that is not disturbing them which is wire free so they can run without worries. During exercise people will not hold their phone because they like to be free from holding anything so with Voice Mind it is able to answer calls without touching the phone and it is also able to auto lower the volume when people speak to you and turn up the volume when they finish. People also will concern the condition either waterproof, this is because when their sweating it will give impact to the product condition so if it is waterproof it could stay in safe condition. These people will like it because they are able to answer calls, wire free, have volume control that could detect people speaking and are waterproof. So people who have active lifestyles are attracted to this product because of the ability and safety of the product.

The management team that will have in our company is general manager, administrative, marketing and operational manager. These team that will make sure that Voice Mind able to present at the market and will get attraction from our customers. This team also will provide all the needs of this product in order to enhance the ability of the product. Lastly, this team will handle everything that related to this product and to the company.

## **2.0 PRODUCT DESCRIPTION**

### *2.1 Detail the Product to be Produced*

The product's name is Voice Mind that completely wire-free headphones and are made from a shiny white plastic. This product is designed to nestle into the ear, and due to the shape, can fit a variety of ears so it can wear during exercise, during driving or during walking without worries about it may fall. This is because this product has a tail or a stem that comes down out of the ears to provide stability.

### *2.2 Discuss the application of the product and describe the primary end use as well any significant secondary applications*

The Voice Mind are able to answer calls without touching your hand phone and able to detect when it is placed in the ear and when it is taken out so when put in your ears it plays the music and when pulled out the music will pause. It also filters out the external noise to reduce surrounding distractions and to make sure that you have clearly listened to the music. This product is also able to detect when someone is talking, it can lower the volume without taking out the Voice Mind so when they finish the volume will turn up.

### *2.3 Unique features of the product and add significant value differences between what is currently on the market and what offer that will account for market penetration*

My product is voice recognition where it has the noise cancelling that could focus only your voice during on call so that people can hear you clearly and you can hear people on the phone and this technology also could filter out external noise. This is different from other product where it does not have the technology that can focus on voices so it may get the problem to hear clearly. Next my product is wireless where it is able to connect to the phone automatically and another product where it has wire and has to connect with the phone manually. When it wireless means it has Bluetooth connection where it could connect with any phone such as android or apple but for other product it is only able to connect with one type of phone. Besides that, this product is able to