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TEKNOLOGI  
MARA

**ENT600 TECHNOLOGY ENTREPRENEURSHIP**

**TECHNOLOGY – BASED BUSINESS IDEA BLUEPRINT**

**TITLE:**

**SMART WALL CLOCK**

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## **1.0 EXECUTIVE SUMMARY**

Smart wall clock has many advantages compared to others normal wall clock because we develop some new features which very functioning that have their own application and code, thermal camera, allow to set reminders, background and theme of the clock. Our product has great quality and technology that can give satisfaction to the consumers. We applied some features which could help people who are busy with their work and must take care of their children. Therefore, with our product, it could minimize their difficulty to handle both at the same time. Furthermore, we provide the affordable price with high quality material and long-lasting product.

We develop this product in order to overcome the problem from previous issue that happen for wall clock user especially household population. By this product development, they do not have to worry about the upcoming problem because we present a great function that will give more benefit to the consumers. Normally, the population that will assess our product is household. They usually use wall clock which is it is important for them to monitor time. However, by using our product which is smart wall clock, it will make them easy to monitor time and will more advanced with new features we presented. Our smart wall clock with the affordable price would attract both gender male and female because it is come with various of design that suitable for both genders. Therefore, the target population were change to Malaysia citizen with the range age between 25 – 54 and 54 – 64 years old. The competitors, the Glance team is based in Singapore and is marketing the company as the first smart wall clock that displays data from wearables including Jawbone and Fitbit, smart home devices like SmartThings, Nest and more. With key management that consist of general manager, HR manager, operation manager, finance manager and marketing manager, we able to control our company.

## **2.0 PRODUCT/SERVICE DESCRIPTION**

### **2.1 DETAIL OF PRODUCT/SERVICE**

This smart wall clock consists of unique component which we innovate from normal wall clock. We add new features for this wall clock by using liquid crystal display for the clock's face. It is covered by long-lasting copper metal frame. This smart wall clocks could display theme as background of the clock which that is the reason why we use liquid crystal display (LCD) as it face. Customers could set the background through application that is available for this smart wall clock. Each of it have their own code which customer just need to enter the code to be able connect to the application. Other than setting background, customers could set reminders which the smart wall clock could provide sound reminders for every reminder that have been setting. Therefore, customers will always stay alert if this smart wall clock in their house. Apart from that, this smart wall clock come with safety camera by using thermal camera. It could detect sense of human and other organism around it. This smart wall clock is being sell with affordable prices.

### **2.2 APPLICATION OF PRODUCT/SERVICE**

Nowadays, almost every house in the world have wall clock which used by all population in the house either old people or young people. However, the normal wall clock has their own weakness. Some people especially old people and kids cannot interpret the number on the clock. They might lose and cannot understand the exact time at the particular time. Other than that, for parents which busy working, they might have a difficulty to manage their time on working and children. They might forget about one of the problems which they could handle their work but neglected their children and vice versa. Normal wall clock has limited function which is it just focusing on show the time. Therefore, we come out with a unique development.

Normally, the population that will assess our product is household and kindergarten. They usually use wall clock which is it is important for them to monitor time. However, by using our product which is smart wall clock, it will make them easy to monitor time and will more advanced with new features we presented. Kindergarten, which is a place where kids were assemble might be difficult for the teacher or guidance to guide them but with smart wall clock, they could monitor and guide them easily. Apart from that, this smart alarm clock can be used in everywhere because we all know that clock is very important which they monitor time for us. Some people might just use watch which will be easier, but for people that have a big family and only stay at home will think this product give benefit to them. It also is very useful in office, stadium, hall or anywhere that need them.

This product is very useful when people were forgetting on everything they have set in their schedule. Human are not perfect which most of us will forget on what next, we should do. Therefore, by having smart wall clock, it could be reminders for people. For example, an older people who sometimes lose their memory could be reminded by this smart wall clock. Just set the reminders at what time, and it will notify you with notification that you like, that will make you more alert.

### **2.3 UNIQUE FEATURES OF PRODUCT/SERVICE**

Our smart wall clock come out with their own application. It can connect with any device of smartphone either android or IOS. Compare to normal wall clock which they are setting the time manually at the back of the clock, our smart alarm clock can be set the time by using mobile phone which need to install its application. So, our customers could set the wall clock easily whenever the time is not accurate. Other than setting time, customers also could set the theme, background and notification sound. The technology that we use for this smart wall clock is technology coding which none of the inventors in the world have used this technology for a clock. For every smart wall clock that we produce will come out with their own code. When they want to use the application, they need to insert the specific code to enter the application. This method is way more easier and safety. By using code, we guarantee that there will be no difficulties to handle our smart wall clock.

Our smart wall clock also come with thermal camera. It is different from CCTV. This thermal camera located at the top of our smart clock. Instead of CCTV, we put the thermal camera for a safety of the house of our customers. So, they could save their money from buying CCTV. This thermal camera will detect temperature around the smart alarm clock. They will detect any sense of human or any organism and “pop out” as notification at our mobile phone. So, apart from being a clock, our smart wall clock could provide safety to our customer’s house. As I said before, this smart alarm clock has its own application. The smart wall clocks provide alarm which if we set the clock with specific instruction or task at specific time, it will provide sound at that time. So, we will more alert on the notification and do the instruction or task that we have set. We can choose any notification sound or add new sound from mobile phone to be set.