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TECHNOLOGY ENTREPRENEURSHIP (ENT600)

**TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT OF
THERMESSAGE**



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EXECUTIVE SUMMARY

Occupational fatigue has been a problem due to long day activities and working among the employees and students. The exhaustion from working in front of a screen or doing lots of physical activities may lead to body muscle pain and stress. LilsTech Enterprise comes up with a new product of Thermassage, which is a portable thermal massage device. This product applies the real Shiatsu and percussion massaging techniques with additional thermal therapy functions which using a Peltier effect technology. This product is mainly targeted to solve the occupational fatigue problem among working employees and students. The distinctive additional value in Thermassage is at advantage from the competitors in the massage equipment market. The pricing strategy and annual projection of this product is estimated to bring profitability towards the business. In addition, this business is assisted by experienced management team members in technology and financial sector to ensure the company can achieve its objectives and goals successfully.



1. PRODUCT DESCRIPTION

LisTech Enterprise develops a new product innovation of a massager called Thermessage. This product was developed due to the occupational fatigue problem that could affect the work performance and self-wellbeing. Thus, by looking at the opportunity, our company LisTech Enterprise comes up with a product innovation of Thermessage that offers distinctive additional features for a massager. Thermessage is a portable thermal massager that combines massage and thermal therapy technology to reduce the occupational fatigue and improve the general wellbeing.

Thermessage product consists of few main functions which are massaging, heating and cooling. This portable thermal massager is light and portable which can be used as a massage pillow, back massager, arms or legs massager alternatively by using Shiatsu technology and Percussion technology massage. This product also comes with an additional function of heating and cooling which can help in recovering muscle and tissues injuries and pain relief therapy. This thermal therapy is using Peltier effect technology.

This product is set to two massaging techniques which are Shiatsu massage and Percussion massage. Shiatsu massage focuses on pressure points by using joint stretching and rotation functions to release muscle pressure in targeted parts of body. Shiatsu technology is the best technique to relax and restore energy in the body. Meanwhile, percussion massage uses rapid movements in short time sequences to cover specific areas of the body. It has low intensity and provide muscle relaxation.

In addition, this product provides two thermal effect which are heating and cooling. For a safe use, it is programmed to overheating and overcooling protection system which the function will be automatically shut off after 20 minutes. Heat therapy is known best for soothing the stiff joints and relaxing the muscles while cold therapy helps in reducing inflammation and numb the sharp pain. The regulation of the right temperature may help in providing self-relief and complement meds therapy.

The design and dimension of Thermessage consists of a height of 50 cm, width of 40 cm and length of 13 cm. On the right side of the product body provides a USB charging port, power level and functions mode button. This product also offers three range of colours as beige, grey and maroon to cater the customer's demands and perceptions of the product. The design of this portable massager is simple and convenient to use. It has two ways of orientation form. By attaching the springs inside the device body, it can be a normal straight portable massager and it is also foldable to be used as a neck massage pillow or other body parts rest accordingly



to the adjustment of needs. The design can be used as a back massager by attaching it to any chairs or seat. An adjustable Velcro strap at the behind part of the massager is provided for it to be attached on any type of seats.

This product also is using a built-in rechargeable battery which it can be used conveniently without needing it to be plugged to the power source to use it. It is portable and can be used at anywhere and anytime. It needs to be recharged first to use it without plugging to the power source. To check whether it needs to be recharged or not, the LED on the power button will show a blink lights if it is low in battery level. The power level and functions mode button also are attached at the side of the product. Each mode buttons are assigned to each function which as provided in the product manual.