



## **TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT**

### **eyeHelp Enterprise**

#### **TECHNOLOGY ENTREPRENEURSHIP (ENT600): VENTURE BLUEPRINT**

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## TABLE OF CONTENTS

<b>TABLE OF CONTENTS</b> .....	<b>i</b>
<b>LIST OF FIGURES</b> .....	<b>ii</b>
<b>LIST OF TABLES</b> .....	<b>ii</b>
<b>COVER LETTER</b> .....	<b>iii</b>
<b>1.0 EXECUTIVE SUMMARY</b> .....	<b>iv</b>
1.1 Description of the Business and Product Concepts.....	iv
1.2 Target Market and Projections .....	iv
1.3 Competitive Advantages .....	iv
1.4 Profitability.....	v
1.5 Management Team.....	v
<b>2.0 PRODUCT DESCRIPTION</b> .....	<b>vi</b>
2.1 Product Description.....	vi
2.2 Application of Product .....	vi
2.3 Uniqueness of Product .....	vii
2.4 Present State of Development of Product .....	viii
2.5 Propriety Features .....	ix
2.6 Opportunities for the Expansion of the Product.....	ix
<b>3.0 TECHNOLOGY DESCRIPTION</b> .....	<b>x</b>
<b>4.0 MARKET RESEARCH AND ANALYSIS</b> .....	<b>xi</b>
4.1 Customer .....	xi
4.2 Market Size and Trend .....	xii
4.3 Competition and Competitive Edges.....	xv
4.4 Estimate Market Share and Sales .....	xvii
4.5 Marketing Strategy.....	xviii
<b>5.0 MANAGEMENT TEAM</b> .....	<b>xxi</b>
5.1 Organization .....	xxi
5.2 Key Management Personnel.....	xxii
5.3 Management Compensation and Ownership.....	xxv
5.4 Supporting Professional Advisors and Services.....	xxv
<b>6.0 CONCLUSION</b> .....	<b>xxvi</b>
<b>7.0 REFERENCES</b> .....	<b>xxvii</b>

## LIST OF FIGURES

Figure 5.1: Organization Structure of eyeHelp.....	8
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## LIST OF TABLES

Table 2.1: Logo and Trademark of eyeHelp.....	9
Table 4.1: Range Cost of Production per Stick.....	12
Table 4.2: eyeHelp’s Estimated Total Market Size for Three Years.....	13
Table 4.3: Table 4.3: Competition and Competitive Edges.....	15
Table 4.4: Strength and Weakness of iCane.....	16
Table 4.5: eyeHelp’s Estimated Market Share and Sales.....	17
Table 4.6: Market share before the entry of iCane.....	17
Table 5.1: Key Management Roles.....	21
Table 5.2: Position of Employees and Career Highlights.....	22
Table 5.3: Duties and Responsibilities.....	23
Table 5.4: Management Compensation and Ownership.....	25
Table 5.5: Supporting Professional Advisors and Services.....	25

## **1.0 EXECUTIVE SUMMARY**

This section will briefly discuss about the description of the business and product concepts, target market and projections, competitive advantages, profitability and management team.

### **1.1 Description of the Business and Product Concepts**

eyeHelp Enterprise is focusing in production of cane for blind people. The main product for this business is iSee Cane which consist of iSee and iHear. The material used in production of iSee cane is safe to use for blind people. iSee Cane is focusing on the navigating, obstacles detection and emergency use for blind people. Thus, iSee Cane can help to solve the difficulties faced by blind people as this versatile cane will convince people to bring it to whenever they want to go as it is complete of multifunctional use and well designed.

### **1.2 Target Market and Projections**

The target market for eyeHelp Enterprise is a visually impaired person in Kuala Lumpur. The distributor for this product is the organizations for blind people in Kuala Lumpur which is Malaysian Association for the Blind (MAB). This company closest to eyeHelp Enterprise which might buy iSee Cane product for the blind people in Malaysia. Based on the survey and feedbacks from the respondents, most of the respondents interested in purchasing iSee Cane as it is something new and due to awareness to the difficulties for blind people that use standard cane. The difficulties caused due to blindness in mobility are obstacle detection, obstacle avoidance and navigation. The projection of eyeHelp Enterprise in three year is they might expand their wings to distribute the product to the another organization in Malaysia such as Society of the Blind in Malaysia (SBM), St Nicholas' Home, Sabah Society for the Blind and Sarawak Society for the Blind and get through to the blinds in the organization.

### **1.3 Competitive Advantages**

iSee Cane is very unique and has a lot of advantages compared to the other company such as Bawa Cane and Ultra Cane company. The strength of iSee Cane that includes iSee, and iHear are as follows:

- a) Can detect obstacles in a range of up to 1.5 metres (4 feet) within 180°
- b) Have Global Positioning System (GPS)
- c) The feature is all set with voice navigation
- d) Automatic paired the iSee and iHear via Bluetooth
- e) Suitable in busy city due to noise and echoes
- f) Panic button function
- g) Water resistance cane
- h) Folded cane

## **1.4 Profitability**

Revenue is the ability of a business to earn profit. Since eyeHelp Enterprise is producing cane for the blind people, the cost of related to our product iSee Cane that consist of iSee and iHear are depending on the material cost. The range cost of production per stick is RM774. For the profitability, eyeHelp targets to increase the sale by 10% on the second year compared to the first year and 15% on the third year as the demand from the customers has increase and predict to produce new products with new designs and features on the upcoming years. The estimated revenue for the first three year is RM 163,200, RM 344,000, RM 566,400

## **1.5 Management Team**

The management team is the group of individuals that operate at the higher levels of an organizations and have day-to-day responsibility for managing other individuals and maintaining for key business functions. The management team for eyeHelp Enterprise consist of Fairuz Munirah Binti Harun as Chief Executive Officer (CEO), Nurul Hidayah Binti Anuar as Chief Operating Officer (COO), Nurul Aieman Binti Zambri as Chief Product Office, Wan Murfiqah Binti Yahya as Chief Technology Officer, Nur Hakimah Binti Azahari as Chief Financial Officer and Nur Aishah Binti Miskun as Chief Marketing Officer.