



ENT600
TECHNOLOGY ENTREPRENEURSHIP

Program: HS 245

Group: NHSIF11Y



THE WATCHER

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CHAPTER 1

1.0 EXECUTIVE SUMMARY

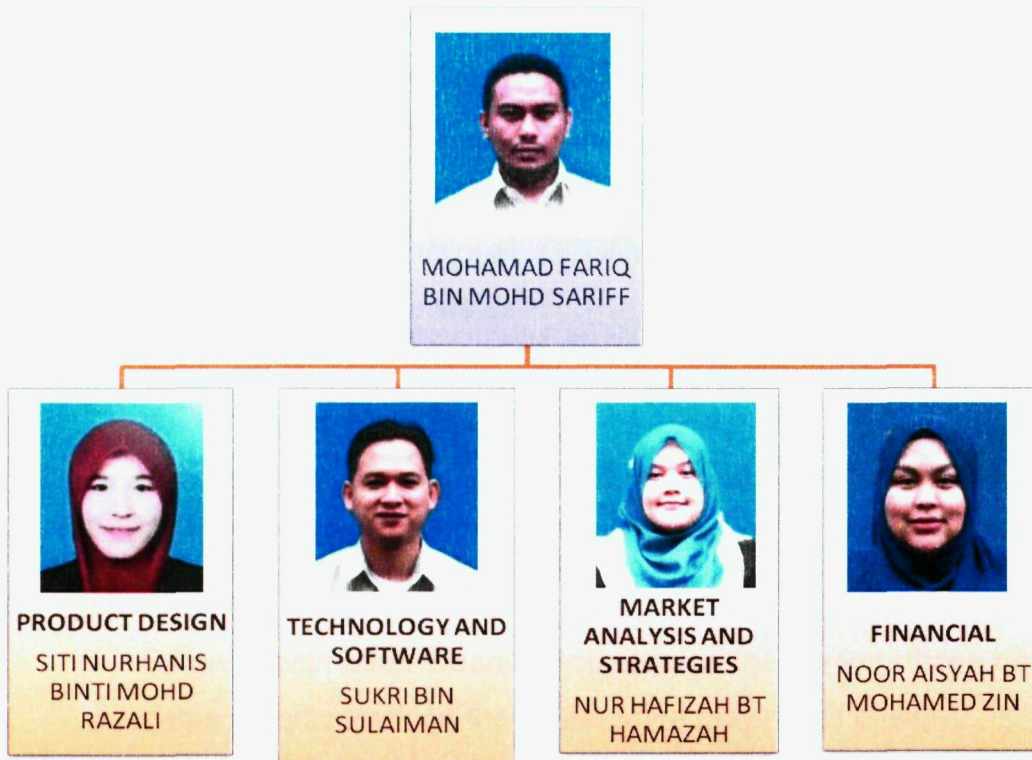
1.1. Business and Product Descriptions

- Unique Product SDN. BHD. (UPSB) will be the future company to commercialize the product.
- Future company product to be commercialized is “The Watcher”.
- Unique features:
 1. Provide healthcare information - person’s weight, height, body temperature and heart rate.
 2. Equip with GPS function - purposely for the parent or caregiver to track their children location wherever they go.

1.2. Target market and projection

- Target Market (customers) – Children below 10 years old.
- Estimated sales forecast - RM 16,470,000 (61,000 unit sales in Malaysia)

1.3 Management team



CHAPTER 2:

2.0 PRODUCT DESCRIPTION

2.1 Introduction

- To enable parents to monitor their children location.
- To ensuring children are safe when they are out of parent's sight.
- To alert parents with their children's health vital status and condition.

2.2 Purpose of development

Parent may choose to use the watcher on their child to:

- Ensuring the children are safe when are not with the parents.
- Monitoring their child's healthcare vital status such as antophometry measurement, heart rate, blood, pulses and body temperature.
- Able to detect child's location with accurate GPS coordination.
- Allows parents to set a predetermined area and receive an alert if their kids enters or leaves the area.
- Voice monitoring feature that allows parents to send voice message to the devices.

2.3 Product Concept

- The product technology was design based on children watches and easy to operate.
- This product are specially design with multifunction built in.
- Providing fully functional GPS/Wi-Fi/GSM tracking device with personal healthcare status.
- Voice monitoring feature are included to allow parents to send a voice message to the watch.
- The free complimentary application is available for download in iOS and Android alerts and notifies the parents directly from the watch.

2.4 Application

- Different with other wearable devices on the market, these devices helps parents track on their child when they're out of sight.
- Its' simplicity devices with a simple design and durable build.
- This multifunction technology devices is a great middle ground for parents who want different of similar products.
- The devices comes in variety of vibrant colours appeals for the child's inner fashion sense
- The slender design with rubber type of strape makes it comfortable for all-day wear.
- The watcher are come with friendly application system use.

2.4.1 Unique Features :

- I. **Multi-Function Buttons** : The buttons primarily built for personal healthcare information (antophometry, body temperature, heart rate and blood pressure)
- II. **Real-Time Tracking:** Parents can use the app installed from the phone for real-time updates of child's location.
- III. **Programmable contacts:** Parents can store a lot of numbers, which is great in the event of an emergency.
- IV. **It's also a watch:** The devices can display the time (hour and minutes) with LED lights.