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SIMFUN

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1.0 EXECUTIVE SUMMARY

SimFun is the name of our business that we do based on our innovation and our first product. SimFun is a pen scanner that comes with highlighter which is specially designed for students of universities which could make their study become easier and effective where they could easily take notes from the books or state platform without taking too much time. SimFun is created to make our study fast and effective. When the SimFun are fully charged, it could scan a lot of words in just a minute. The tips of the scanner must face the words that we wanted to scan and slowly move from word to word to get the better notes in the device that was connected. For the fadeable highlighter at the opposite of the pen, it consists of 3 colours that made of a special ink. The colours are very light and will be invisible after 3 months. However, the ink will last up to 6 months until it is out of ink.

Our target market is mainly students, lecturers and teachers and also office workers. This product is easily reached and receptive because we sell this product online and also wholesale through manufacturers represented. Our innovation product offers a technology which helps those students especially in their studies. Instead of having many issues in making and writing notes, SimFun helps to solve out the issue with consisting a scanner that can transfer notes quickly to preferable devices.

Our technology that have been mentioned above can be our competitive advantages as we do thorough case studies, survey of market demand, and distribution of questionnaire to get prediction of market share. As for the competitors of our product, they are Fujitsu, Canon and Epson. All of the advantages of competitors are provided in SimFun but it is upgraded with better version.

Our company has built an organization that includes General Manager, Administration Executive, Marketing Executive, Operation Manager and Financial Manager. Each of them plays a different role and responsibility. This management team is functioning in controlling and expensing our product.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 DETAIL OF THE PRODUCT

The SimFun (pen scanner with a highlighter) has been prototyping by designing it for those like students of universities which could make their study easier and effective when easily taking note from the books or state platform without taking too much time. This product has been designed with a cuboidal shape with an attractive design to consider the aesthetic value since another shape is less appealing. The size of this product resembles the common highlighter which makes it easy for users to bring it wherever they are. The arrangement and the place of the component were studied thoroughly so that it fits the objectives of the project as well as a lot of consideration was made to make the product neat and systematically designed. The features of the product really value the comfort of the users so that when the users use the highlighter, they did not feel any discomfort towards it as the product gives three favorable scents that will make them feel relaxed.

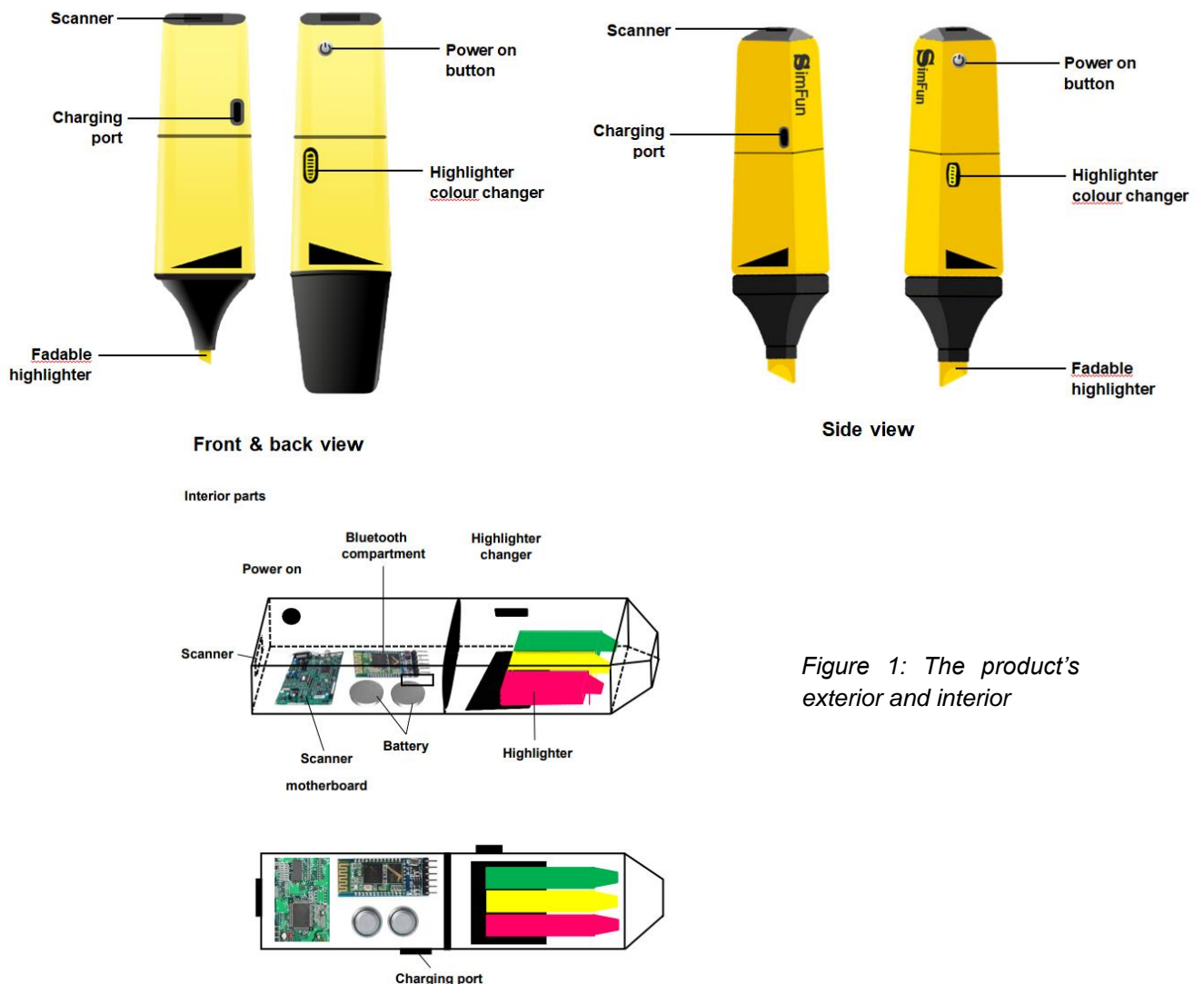


Figure 1: The product's exterior and interior

2.2 THE APPLICATION OF THE PRODUCT

This product is important to students who are probably lazy to write and who want to make notes in a very easy way because this SimFun is a highlighter that comes with a scanner that can directly detect and connect with one's devices through Bluetooth connection.

The scanner works as a primary function. By using SimFun, students send-ups savings large chunks of theirs precious time because this highlighter has a function of fast transfer which one can just slide to the part that they want to scan, and everything will be ready on their devices. Also, they have got more time to study and memorize the notes.

For, secondary function, SimFum consists of highlighter that comes in three wonderful colours which are pink with scents strawberries, green with scents apple, and yellow color with mango scents that can overcome boredom while reading or taking a note. Also, revision for the second time or later will be much easier and more effective, as there are no marks left on the notes.

2.3 UNIQUE FEATURES, FAST TRANSFER, SCENTS FOR HIGHLIGHTER AND TIME-SAVING.

SimFun consists of a word scanner itself which resembles a pen, highlighter with 3 colors, a chargeable battery, and Bluetooth. The SimFun could scan words in just a second and appear on the devices that connected with the Bluetooth. When the SimFun is fully charged, it could scan a lot of words in just a minute. The tips of the scanner must face the words that we wanted to scan and slowly move from word to word to get the better notes in the device that was connected. Apart from that, this product also saves your time of taking notes from a book and even more than a book. Usually, study and taking notes could take up to a lot of hours but by using SimFun, the time consume decreases about 50% or maybe more. Moreover, by using SimFun, the readers could enjoy their study without getting bored so easily since the SimFun was made with some great functions and up to date.

For the fadable highlighter at the opposite of the pen, it consists of 3 colours that made of a special ink which are pink, yellow and green along with favorable scents. Also, the colors are very light and will be invisible after 3 months. However, the ink will last up to 6 months until it is out of ink. Apart from that, our product has improved by manufacturing different colours of ink that are purple with the scent of grapes, orange with the scent of lemon, and many more. This smell generated plays an essential part because it can bring a good spirit to the consumer.