



**UNIVERSITI TEKNOLOGI MARA  
PUNCAK ALAM CAMPUS**

**ENT 600  
TECHNOLOGY INTREPRENEURSHIP**

**TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT  
BULLET PEN**

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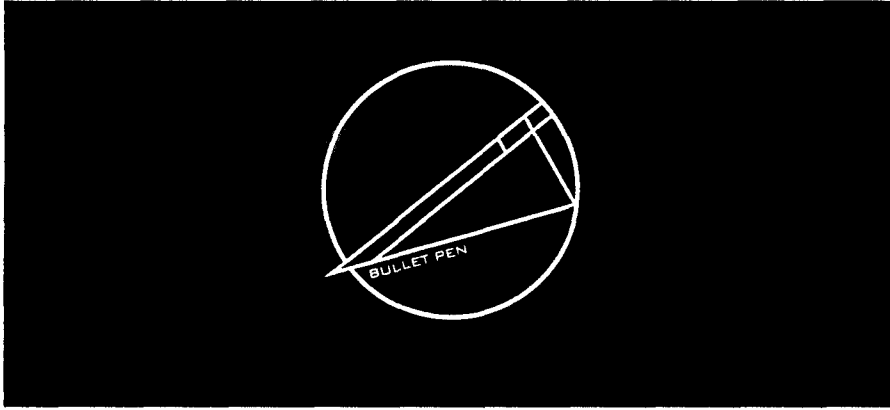
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**COMPANY'S LOGO**



# CHAPTER ONE

## PRODUCT DESCRIPTION

### 1.1 Introduction

The team is introducing a bullet pen, which is a single pen with multipurpose bullets that enables the user to use a single tool for multipurpose tasks.

### 1.2 Background Study

The team has discussed and observed the priority needs of a man's stationery. People need tools to do their work that includes many different items such as pencil, pen, thumb drive or laser pointer and etc. Sometimes, there are too much tools that could be reached by the grab of their hands. Therefore, our team is proposing a solution where different tools are included into a single pen: A Bullet Pen (with multipurpose bullet).

### 1.3 Purpose of Development

- Developing all in one pen that includes several devices
- Ease of application
- Reduce the common needs to bring several devices for different use

### 1.4 Product Concept

- All in one gadget
  - Combining several devices such as pen, pencil, marker, thumb drive, laser pointer, microphone and torchlight into a product
- Technology-based product
  - It has a system in the body of the pen that will transfer all the data used into the thumb drive

## 1.5 Application

The application of the technology is installed in the body of the pen:

- Camera
  - Located near the pen tip and recorded all the work done by each bullet
- Processor
  - Data is transferred from the camera, processed and directed to the thumb drive at the back of the pen
- Thumb drive
  - Store the memory from the processor direct to its memory chip

## 1.6 Unique Features

There are several unique features that the bullet pen occupied such as:

### 1. Multi purpose bullet

- It is refillable with ink, lead or any liquid contents.
- It is rechargeable for the needed bullet.

Bullet 1 – Mechanical pencil

Bullet 2 – Artline pen

Bullet 3 – Marker

Bullet 4 – Laser pointer

Bullet 5 – Mini microphone

Bullet 6 – Thumb drive

### 2. Small, light and flexible

- It is portable and easy to be carried anywhere.
- The desired bullet can be changed and replaced according to the users' preference