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UNIVERSITI
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MARA

“A.I.D SWEAT PATCHES”

BLUEPRINT

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COMPANY'S LOGO



RED SPARROW SDN.BHD.



CHAPTER 1

EXECUTIVE SUMMARY

In this chapter, it provides a summary of the business project. It articulates how the business is done from the technology aspect, marketing, financial and details about the project as well.

1.1 PRODUCT DESCRIPTION

A.I.D Biosensor Sweat Patch innovation is to encourage and help people maintain their health. This product suitable for active person at age 25 years old until 64 years old.

The concept of our product is simple where a sweat patch with a biosensor will be put under customer armpit and it will be connect to the application in their smartphone. Through the application and product features, it can overcome sweat problem, body odor and analyze body water level, electrolyte level, glucose level and protein level. Thus, it will be easier for them to know and detect whether they are healthy or opposite.

1.2 TARGET MARKET

Target market for our product is people at age 25 years old to 64 years. People that might buy our product is who are care about their health, active and love to do outdoor activity. We target our product will be sell at specific place such as pharmacy and health association.

1.3 COMPETITIVE ADVANTAGES

We have no competitors since this is new market and product. Current sweat patch that available in market do not offer biosensor technology sensor like us. They only offer a sweat patch with a cotton fabric. We develop this product from the idea of vital connect Philips for chest that can detect heart rate. What make our product and Philip Vital Connect is our product specialize in overcome body odor from sweat and detect water, electrolyte, and protein level while Philip Vital Connect specialize in measure vital and heart rate.

1.4 PROFITABLE

Profit is the most important target in business. The price set should cover all the production cost, but at the same time still manages to attract sales. The total start-up cost for our service is about RM 87,065. Total cost for 10 unit prototype is RM 2,300.00 while working capital



CHAPTER 2

2.0 PRODUCT DESCRIPTION

2.1 INTRODUCTION

The product to be developed is A.I.D Sweat Patches and used to overcome these problems such as :-

- Problem finding the right mobile apps to monitor body health
- Having hard time to maintain proper balanced diet and regular water intake
- Excessive sweat especially around armpit causes body odour problems
- The yellow sweat stains which is ruining the clothes due to excessive anti-perspirant deodorant usage
- Low self-confident and embarrassment of excessive sweat

2.2 PRODUCT DESCRIPTION

A.I.D Sweat Patches is a mobile based biosensor-product and consists of the following features:-

- “Wireless adhesive-patches containing biosensor”, used to monitor a broad range of body sweat chemical composition that provide insight about body hydration, fluid loss and electrolyte balance.
- “Connected to A.I.D Mobile apps” where the data is stored and forwarded to cloud for further action or analysis.
- “Consists of A.I.D Sweat Patches is about the size of a semi-large Band-Aid” that ergonomically follows the shape of armpit, consists two different types of fabric materials which are made from 70% viscose and 30% polyester and two types of coating which are activated carbon molecules and anti-bacterial coating.
- Using “silicone types of adhesive” so the patches will adhere to the skin (armpit) surface and suitable to all skin types.
- “Micro-electromchemical systems (MEMS) sensors and system-on-a-chip (SoC) semiconductors” are incorporates and transmits notifications to a smartphone.