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UNIVERSITI  
TEKNOLOGI  
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## TECHNOLOGY VENTURE BLUEPRINT REPORT

“MAGIC BOTTLE”

FACULTY : FACULTY OF APPLIED SCIENCES  
PROGRAMME PURE PHYSICS  
PROGRAMME CODE AS203  
COURSE TECHNOLOGY ENTREPRENEURSHIP  
COURSE CODE ENT600  
SEMESTER : 4  
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**SUBMISSION DATE:**  
10 JULY 2018

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## **1.0 EXECUTIVE SUMMARY**

This blueprint recorded the journey of the team from the first meeting till now. From the idea that was generated, we had developing on 'Magic Bottle' for the users. All the descriptions of the service was described deeply in this report. The team had develop the product to a more technological modes where more functions are added to the tools. The team strategies in marketing until the team's promotions are all described in this report. Organisation of the team as well as the financial whereabouts were discussed and reported. This product would be a success as it brings a lot of benefits for its users.

## **2.0 PRODUCT OR SERVICE DESCRIPTION**

### **2.1 Introduction**

The team is developing a "Magic water bottle" that are great for cleaning off, misting cool, hydrating and having fun. Magic water bottle is a high pressure hydration spray bottle that combines hydration with a continuous spray for cooling and cleaning in a fun easy-to-use design. You can clean off, cool off, hydrate and have fun with mist, shower and stream patterns. You simply pump to charge it, select your spray pattern and press the trigger. Magic bottle makes your water more versatile and efficient. Think of it as a portable running water for your pocket. You can use it for hundreds of applications. Best of all, you are just carrying your water bottle.

## 2.2 Purpose of Development

- Magic bottle is perfect for youth sports, camping, backpacking, the beach, water fights, hunting, fishing and much more.
- 100's of uses from keeping you and pets cool, cleaning dishes, wound irrigation, hydrating you and pets, putting out fires, haircuts, rinsing off sand and saltwater, misting plants, washing hands, cleaning gear and so on.

## 2.3 Product Concept

- BPA free and designed so you can disassemble without any tools for cleaning and maintenance. 6 month warranty against manufacturer defects.
- Includes variable flow trigger, 3 attachment points, works upside down, and has patent pending pulse and stealth modes for more control over your water. Simply pump to build in pressure, twist the nozzle to select between mist, shower or stream and spray.

## 2.4 Application

- The nozzle controls the spray pattern. With the nozzle all the way tightened Magic bottle will spray a mist. As you rotate the nozzle the mist pattern will tighten until it gets to a jet. If you need more water then take the nozzle off to use the shower pattern.
- 3 spray settings: Shower, Stream & Mist.
- Switch between STEALTH and PULSE modes for more control over your water and pressure.
- BPA free and easy to drink from.

- Sprays water over 25-feet.
- Variable flow control trigger so you use just the right amount of water.
- Works upside down for extra convenience.
- Pump it to build pressure. Battery free.

## **2.5 Unique Feature**

- Portable water bottle - Easy to handle and carry everywhere.
- Nozzle - Control the spray pattern.
- Multiple attachment points - Can attach lanyards.
- Insulation suit - Protects and keeps your water colder or warmer longer.
- Multiple spray settings - Can choose shower, stream or mist.