



ENT 600 - TECHNOLOGY ENTREPRENEURSHIP SOScessory BLUEPRINT

Faculty : FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

Program : ARCHITECTURE

Program Code : AP 243

Course : TECHNOLOGY ENTREPRENEURSHIP

Course Code : ENT600

Semester : 8

Group : AP2438A

Group Members

- | | |
|--|------------|
| 1. ADLAN BIN KHAIRULFAZI | 2014649516 |
| 2. SITI NUR SAKINAH BINTI AHMAD MALIKI | 2014616748 |
| 3. NUR ZULAIKHA BINTI MOHD ZAIN | 2014271742 |
| 4. FAEZUL KAMIL BIN NASIR | 2014205036 |

Lecturer's Name : MADAM HAJJAH ZANARIAH BINTI ZAINAL ABIDIN

TABLE OF CONTENTS

CONTENTS		PAGE NUMBER
EXECUTIVE SUMMARY		1
1.0	PRODUCT DESCRIPTION	2
	1.1 INTRODUCTION	2
	1.2 PURPOSE DEVELOPMENT	2
	1.3 PRODUCT CONCEPT	2
	1.4 PRODUCT APPLICATION	2
	1.4.1 PRODUCT FUNCTIONS	3
	1.5 PRODUCT UNIQUE FEATURES	3
	1.5.1 PICTURE DESCRIPTION	3
2.0	TECHNOLOGY DESCRIPTION	4
	2.1 THE CLUTCH (A)	5
	2.2 THE POST (B)	6
	2.3 THE PEARL (C)	7
	2.4 THE HOOP (D)	8
	2.5 THE CAMERA (E)	9
	2.6 THE SOS BUTTON (F)	10
3.0	MARKET RESEARCH AND ANALYSIS	11
	3.1 TARGET MARKET	11
	3.2 MARKET SIZE AND MARKET SHARE	11
	3.3 COMPETITION AND COMPETITIVE EDGES	11
	3.4 ESTIMATED COST PER UNIT	12
	3.5 SELLING PRICE	12
	3.6 MARKETING STRATEGIES	12
4.0	FINANCIAL PLAN	13
	4.1 START-UP COST	13
	4.2 WORKING CAPITAL (6 MONTHS)	13
	4.3 COST OF COMPONENT PER PROTOTYPE	14

SOSCESSORY

EXECUTIVE SUMMARY

SOScessory is a safety device disguised as a versatile accessory, in the sense it can be worn as earrings, bracelet or button badge according to the user's preferences. This safety device acts as an SOS tracker device, signaling help and the user's exact location to emergency contacts in times of distress. It also features a defense tool mechanism and an application system to best utilize the device. SOScessory is small in size and disguised as a versatile accessory to serve the purpose of not being detected by potential aggressors.

1. PRODUCT DESCRIPTION

1.1 INTRODUCTION

The team is developing SOScessory, a safety/SOS tracker device.

SOScessory is a detachable pearl-like accessory that can be used as earring or pin, which enables users to send help signals to emergency contacts.

The device is paired to an application available in Android and iOS version. Target market are female above the age of 15 to 64 and the elderly (above the age of 64).

1.2 PURPOSE DEVELOPMENT

The purpose of the product development are:

- To signal for help to emergency contacts whenever in distress or in need of assistance
- To track the exact location and whereabouts of the users
- As a self-defense tool

1.3 PRODUCT CONCEPT

The concept of the product is to act as an SOS tracker device that can be attached to any clothing wear as an accessory, making the product subtle to notice.

1.4 PRODUCT APPLICATION

The product can be applied as follows

- Security
Enables users to signal for help in times of distress to emergency contacts
- GPS Tracker
Sends exact location of the user to emergency contacts as soon as the panic button has been activated by the user
Emergency contacts are able to monitor and know whereabouts of the user
- Defense tool
A secret sharp post (pin) attached to the clutch of the device holder can be detached for the users to use during desperate times.
- Surveillance Camera
In the case of unwanted events, the incident is recorded via hidden 360 camera inside the pearl-like shaped device.

1.4.1 PRODUCT FUNCTIONS

- Force sensor: the sensor is used to signal for help when users are in distress by pressing a hidden button on the surface of the pearl-like shaped device.
- GPS system: for the emergency contacts to know the exact location and whereabouts of the user
- 360°s camera: for surveillance and recording purposes, helping in future investigations
- Control system: pre-set selected emergency contacts to signal from the application system

1.5 PRODUCT UNIQUE FEATURE

The uniqueness of the product are:

- Safety device disguised as an accessory with versatility (can be worn as earrings, bracelet or brooch)
- Self-defense tool integrated in the device

1.5.1 PICTURE DESCRIPTION

