



FACULTY OF APPLIED SCIENCES

BACHELOR OF (HONS) PHYSICS

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

“WI-CHARGE”

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1. EXECUTIVE SUMMARY

1.1 Brief description of the business and product concepts

- The business that we involve is in technopreneurship, entrepreneurs that are into the core businesses involving technology-based industries. We make use of technology to come out with new or innovative products through a process of commercialization. Our businesses are generally marked with high growth potential and high leverage of knowledge and intellectual property. Our technopreneurs will be equipped with both technical and business skills. Our business will focus more on research and development (RnD) that will come out with new and fresh products. The concept of our product is Wi-Fi Charger. The concepts that our team want to bring to the world is a charger that did not need to use the wire to charge. Our Wi-Fi Charger will shorten the time taken for user to charge their gadget. Moreover, our product can protect the gadget from overcharging, can be used freely and so on. So that is a brief description about our business and our product concept.

1.2 The target market and projections

- Market that we targeted was in Klang Valley as the first step is commercialized our product. Why we choose Klang Valley? This is due to the capacity of the population there which are greater than Kuala Lumpur. Klang Valley is currently home to about 7.2 million people or more than a fifth of Malaysia's total population. One of the fastest growing metropolitan cities in the region, 10 million people are expected to call this city home by the end of the decade. After that we will plan to expand and project our business all over Malaysia and Asia.

1.3 Competitive advantages

- In our business the competitive will come from companies that produce the normal charger like Samsung, Nokia, Yoobao and so on. The advantages that our company have is other competitors did not produce a charger with no wire attached to it like us, so that the competitive is almost zero percent and it gives high advantages to our product, business and market.

1.4 The Profitability

- Our strategy is to provide an excellent product using only high-grade components, newest technology and software from highly reliable suppliers with good reputation. Mobile phone users willing to pay higher prices for an easier and safer way to charge their smartphone. We can get our profit by charging them with a higher profit margin.

2. PRODUCT DESCRIPTION

2.1 Introduction

- After initial observation towards the wired charger and wireless charger, the team had chosen a product that we believe can contribute towards easier charging process. The product is Wi-Charge. Nowadays, people are always busy with their work and social life. They are using gadgets to help them finish their work which used a lot of the battery life. It needed to be charge but the charging product available now is inefficient and it is a hassle for them. This product is suitable for the working adults, college students and travellers who needed a faster and more efficient charging.

2.2 Purpose of development

- The purpose of the development are:
 - To provide an easier charging process.
 - To save time by charging multiple gadget at a time

2.3 Product concept

- For adult workers and students to charge their device efficiently.
- Easy to use and carry anywhere.

2.4 Application

- Wifi frequency is produced by the source from the router, transmitted and received by the coil that placed exactly on top of battery at the back of the phone. Then, the battery will be charged.
- It can also charge a maximum of 5 devices at one time.
- We provide our product for the following mobile phone brands and tablets:
 - Asus
 - Apple
 - Alcatel
 - Blackberry
 - Huawei
 - Lenovo
 - Oppo
 - Vivo
 - Xiaomi

2.5 Unique features

- The uniqueness of the product for availability in Malaysia market consists of:
 - Easy and fast charging process.
 - It can be bring anywhere as it is light and small.
 - Can charge a maximum of 5 devices simultaneously.