



TECHNONOLOGY ENTREPRENEURSHIP (ENT 600)

STRIVEX SMART STICK



GROUP MEMBERS

- : 1) NORSHAFIKA BINTI MOHD ZIN (2015896296)
- 2) ROSNADIA BINTI JAAFAR (2015859618)
- 3) ZAHIDAH BINTI ISA (2015279348)
- 4) SITI AMIRA BINTI SUDIN (2015249326)
- 5) NURUL FAIZA BINTI SOBBERI (2015238238)

GROUP

: AS 246 5Q

LECTURER'S NAME

DATE OF SUBMISSION

: PN HJH ZANARIAH ZAINAL ABIDIN

: 9 DECEMBER 2016

video - Poor grammen a bet - Pie world have a bet



Table of Contents

CHAPTER 1	
1.0 PRODUCT DESCRIPTION	
1.1 Introduction	
1.2 Background Study 1	
1.3 Purpose of Development	
1.4 Function	
1.5 Product Concept	
1.6 Unique Features	
1.6 Picture Description	
CHAPTER 2	
2.0 TECHNOLOGY DESCRIPTION	
2.1 Overview of product prototype	
2.2 Ultrasonic Sensor (A)	
2.3 Camera (B)	
2.3.1 Optical Character Recognition (OCR)	
2.4 Earphone Bluetooth (C)	
2.5 Smart Stick (D)7	
2.6 Luminescence (E)	
2.7 Charger Port (C)	

ж

CHAPTER 3
3.0 MARKET RESEARCH AND ANALYSIS
3.1 Target Market
3.2 Market Size and Market Share
3.3 Competition and Competitive Edges
3.4 Estimated cost per Unit
3.5 Selling Price
3.6 Marketing strategies
3.6.1 Product and Service Strategies 10
3.6.2 Price Strategies
3.6.3 Place Distribution Strategies
3.6.4 Promotion Strategies11
CHAPTER 4 13
4.0 FINANCIAL PLAN
4.1 Start-up Cost
4.2 Working Capital
4.3 Cost of component per prototype 14
CHAPTER 5
5.0 MANAGEMENT TEAM15
5.1 Team Members
CHAPTER 6
6.0 PROJECT MILESTONE
6.1 Flow chart Project Design Planning
6.2 Project schedule
CHAPTER 7
7.0 CONCLUSION



COMPANY'S LOGO



STRIVEX SDN. BHD. PATHWAY FOR INDEPENDENT

CHAPTER 1

1.0 PRODUCT DESCRIPTION

1.1 Introduction

The product to be developed is a smart stick for the blind. The smart stick is fixed with Optical Character Recognition (OCR) software that provides face recognition functions and detects colour change of traffic light. This stick will also provide with Ultrasonic Sensor that detects any object or obstacle. The OCR and Ultrasonic Sensor provide the output of information through the audio via wireless bluetooth. The stick cover with luminescence colour that makes the stick glow in the dark.

1.2 Background study

- Blind people tend to be involved in accidents because they can only detect obstacle when the cane contact with the obstacle.
- The white cane has limitation which cannot detect the obstacle precisely and unable to detect the knee level obstacles.
- Lack intelligent technology to improve the living standard of blind people.
- Due to above limitation it is difficult for them to travel anywhere without theirs family members or friends.

1.3 Purpose of development

- To avoid blind people from losing their balance due to disproportion of the floor or stepping on an object.
- To reduce the danger by detecting any obstacles or objects in the path of the blind person.
- To recognize the human face by capture the image and save it in memory card.
- Improvement of technology and have multiple purposes, it is able to increase the quality of life of a blind person.
- Give confidence to blind person to travel everywhere they want.

J