



## BUSINESS MODEL CANVAS

### PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

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## EXECUTIVE SUMMARY

BioTech Sdn Bhd is a new company engaged in health technology to support the acceleration of solutions for every global health problem. With a vision to become a trustworthy health technology company that prioritizes quality and impact on people, our mission is to focus on developing the latest product innovations to achieve global health. The COVID-19 pandemic that has occurred in all countries in the world has forced us to innovate to make a product that is very useful to support efforts to accelerate the process of stopping the spread of the virus. The products we make are the answer to what the world needs today, namely COBEADS.

COBEADS is a product that functions as a social distance detection bracelet that warns us when we are less than 2 meters away to avoid physical contact with strangers who we don't know their medical history for. COBEADS works with the help of an infrared camera that functions as a body temperature detector and recognizes a person through artificial intelligence that is connected to a smartphone application which will later be very useful for the tracing process. COBEADS will issue an alert in the form of sound or vibration that can be adjusted when in a crowd or near strangers who are not family members which will later be registered in the smartphone application.

The World Health Organization (WHO) stated that there was a need for mutual awareness to take care of each other in order to avoid this virus. With our product, COBEADS which will assist in controlling a safe distance so that prevention efforts can be carried out effectively. With a bracelet that is fashionable and can be used by anyone, we project that everyone can use our products, especially for people who have high mobility who have to work or go out because it is a high risk for people who constantly meet with many people.

# 1. INTRODUCTION

## 1.1 Company Background



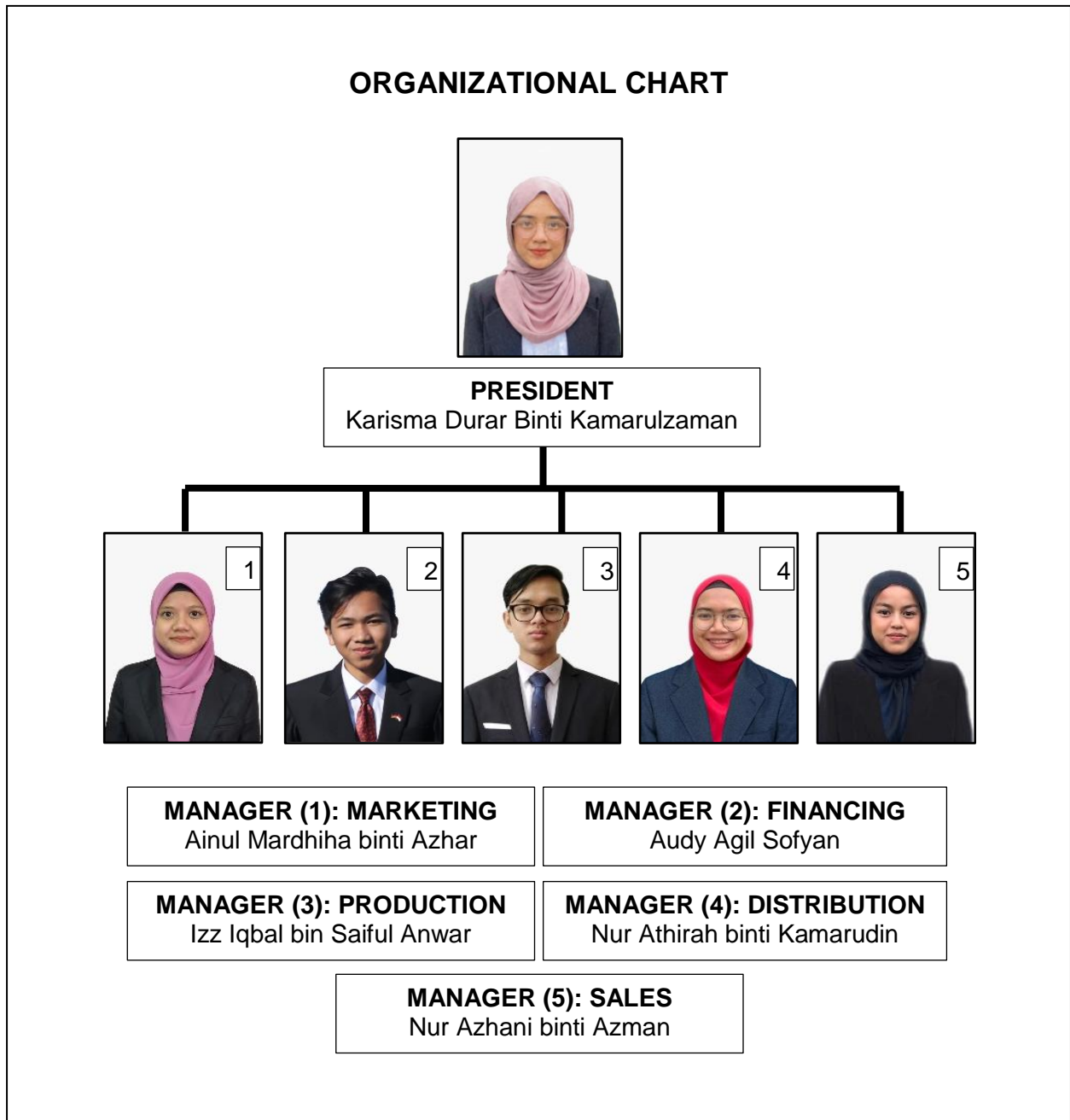
*Figure 1: Company Logo*

BioTech Sdn Bhd is a new registered corporation engaging in global health technology by offering a complete integrated solution for every global health problem from prevention and application of technology to prevent health problems from arising. Our products and services are generated from innovations that are developed continuously based on the global health needs by a reliable and professional team. We also provide comprehensive service locations in various regions in order to serve the best service for the community.

Our story began since the advent of the global COVID-19 pandemic in December 2019. BioTech Sdn Bhd which is based in Malaysia, a country that has been adversely impacted, has been a forward-looking company focused on building a product by targeting ourselves to be a leader in introducing global health solutions that use the latest technology for our industry, especially in the health sector.

Through our vision to become a trusted healthcare technology company that prioritizes consistency in quality and impeccable service with a global reputation and mission to focus on comprehensive solutions with the latest product innovations and perfect services as a form of a long-term, sustainable relationship, BioTech Sdn Bhd has worked on an invention product

by collaborating with the World Health Organization (WHO) who plays a major role in determining the global governance of health and disease. Chart 1 below shows the highly involved management team in the collaborative project.



*Chart 1: Organizational Chart*

Chart above shows the internal structure of BioTech Sdn Bhd, starting with our president, Karisma Durar, who is in charge of approving any of our upcoming collaborative projects with the assist from the five main managers of marketing, financing, production, distribution and selling to ensure the stability of our company’s financial and determining the abilities of company to breakthrough in the market.