



**TECHNOLOGY ENTREPRENEURSHIP (ENT 600)**

**BLUEPRINT**

**(SMART SENSOR NECKLACE BUOY)**

**FACULTY / PROGRAM : FACULTY SPORT SCIENCE AND RECREATION**

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## **1. EXECUTIVE SUMMARY**

Nowadays, people are concerned about drowning rates across the country. Our Buzz Buoy will provide buoyancy technology that uses sensors, manual triggers, and floating cushions. We can reduce the rate of children drowning while doing water activities. This product is suitable for all ages because of the occurrence of drowning regardless of age. Users only need to wear the Buzz Buoy by placing it around their neck like a chain around their neck. Our main target is those with small children. This is because the drowning rate is highest at the age of a child.

Furthermore, we strive to deliver the greatest experience for our users in terms of safety products with our Safety Smart Sensor Necklace Buoy. The technology employed is a wireless remote control that can be used over a long distance. Furthermore, because our products use wireless technology, they require a battery to connect. Customers nowadays are concerned not only with the product's market quality, but also with its price, function, and status. For example, if the price is high and the consumer cannot afford to purchase the goods, the likelihood of the buyer rejecting the goods is significant. Thus, we are inspired to satisfy customers' wishes to make the product affordable for them to buy and also to achieve good functionality with the product.

This Buzz Buoy has functions and advantages not found in today's common buoys, thus providing a competitive advantage over more established competitors.

## **2. PRODUCT OR SERVICE DESCRIPTION**

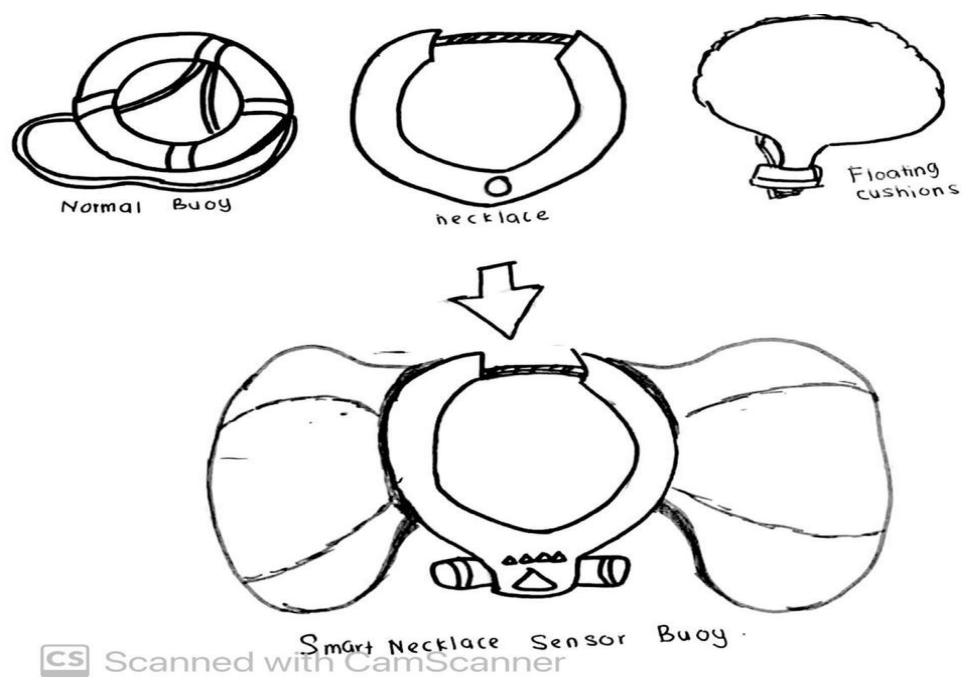
Nowadays, drowning incidents often occur, especially during the school holiday season. Such drowning incidents often cause death, especially among children or adolescents. Drowning incidents often occur in recreational places such as swimming pools, rivers, and waterfalls. By taking advantage of this situation, the Buzz Buoy has been created with special features to reduce or prevent such incidents from happening in the future.

The product that we will do is a safety smart sensor necklace buoy or Buzzbuoy. Buzzbuoy is the first sensor-controlled automated and manual safety gadget for swimmers and water enthusiasts. The innovation of this product is from a safety buoy which is the material is from polyester. The reason why we choose polyester, it has the best characteristics. This is because Buzzbouy activated in the water during emergency, the floating cushions are immediately filled with CO<sub>2</sub>, and it will save the user headfirst. It is the smart portable safe device that help people do all type of water sports especially swimming, surfing. The characteristics on choose polyester as the material are abrasion resistant, dry quickly, durable, lightweight, strong and wrinkle resistant. That why all characteristics that have in polyester help this product to be the most important product for safety when we do water activities especially for people who can't swim to afloat when they push the button on necklace or remote control. This buoy also can be used for all ages of people who do water activities but not designed by animals. How to use this buoy is easier. People just push the button on necklace or remote control and a balloon helps you stay afloat, it sufficient for a 270 lbs person.

Furthermore, with our Safety Smart Sensor Necklace Buoy, we strive to provide the best experience for our users in terms of safety items. The technology used is a wireless remote control with various operations. Furthermore, our items require batteries to be connected because they use wireless technology. Several important criteria have been highlighted focusing on the product, which include performance, reliability, safety in use, durability, and special features. In terms of performance, the Smart Sensor Necklace Buoy is for use as a safety buoy for any water activity. In addition, this Smart Sensor Necklace Buoy can be purchased by the company for the packaging process. This innovative tool is capable of saving lives. Safety in use is also taken into account in this product. The shape and design of this Smart Sensor Necklace Buoy do not have sharp sides or contain dangerous tools that will endanger the user. The material used to make this Smart Sensor Necklace Buoy is also

very user-friendly. Older traditional products, i.e., regular buoys, can endanger consumer safety due to their unfriendly design due to different human sizes. Also, the small size can result in users choking. Consumers can trust this product because the reliability of the Pinta Sensor Necklace Buoy can not only save lives but also reduce the drowning rate. In addition, it can also be reused. After use, the user can reverse the float. If the battery does not work, the user can replace it with a new battery.

### 3. TECHNOLOGY DESCRIPTION



The development of a Smart Sensor Necklace Buoy is for safety floats for any water activity. These are safety devices that have been innovated to be more effective in accordance with different water environments. According to the Fire and Rescue Department of Malaysia, Malaysia's death rate due to drowning cases is four times higher than the death rate involving fire victims. Drowning cases in rivers, water lines, beaches and waterfalls show the highest number of deaths. Furthermore, with our Safety Smart Sensor Necklace Buoy, we seek to provide the best possible experience for our consumers in terms of safety goods. The technology utilised is a wireless remote control with a large range of operation. Furthermore, our goods require a battery to connect because they employ wireless technology. A few

crucial criteria have been highlighted focusing on the product which includes performance, reliability, safety in use, durability and special features.

### **i. Performance**

Smart Sensor Necklace Buoy is for safety floats for any water activity. In addition, this Smart Sensor Necklace Buoy can be purchased by the company for the packaging process. This innovative tool is capable of saving lives.

### **ii. Safety in use**

The shape and design of this Smart Sensor Necklace Buoy does not have sharp sides or contain harmful tools that will harm the user. The material used to make this Smart Sensor Necklace Buoy is also very user friendly. The older traditional products such as ordinary buoys can endanger the safety of consumers due to their unfriendly design due to different human sizes. Also, the small size can result in users choking.

### **iii. Reliability**

Reliability can be defined as Smart Sensor Necklace Buoy is reliable not only can save lives but this tool is able to reduce the rate of drowning. In addition, it can also be reused. After use, the user can rewind the float. If the battery does not work, the user can replace it with a new battery.

### **iv. Durability**

This Smart Sensor Necklace Buoy is a design known for high durability. This product can be used for a long time. This tool is made of high qualities materials and can withstand a long period of use. Therefore, consumers can save their budget. This tool will protect the user supporting the stabilisation of the user in the water.