

Protech Ltd. Biometric Scanner	
Identity Protech Ltd. manufactures high-quality biometric scanner for security and utility purposes.	Problem Adults are looking for high-quality, quick, and complete scanners that can help secure their gadgets or use for application such as attendance.
Our solution Our scanner has an upgraded implemented software that provides better scanning results at a quicker scanning time.	Target market The target audience is teens and adults, specifically teens that are in a higher educational institute and workers who wish to scan their attendance through their gadgets or keep it safe.
The competition Biometric scanners are part of a market with companies of all sizes. Large companies include SecuGen and Lumidigm, which sell internationally. Smaller companies sell locally in shops, retails, or online.	Revenue streams Protech Ltd. will sell directly to customers via e-commerce or website in the period of the pandemic, and as well as stores.
Marketing activities Protech Ltd. will collaborate with higher educational institute to provide reviews and test the products. Ads through social media and company website will also be done after the testing process.	Expenses • Components for the biometric part, cables, and outer casings. • Packaging and shipping costs. • Inventory space for products.
Team and key roles Currently, there are only 6 team members. Afifa Jumana is the CEO and owner of the company, Wong Hui Shi holds the position of Secretary, Aum Jeevan is the Head of Marketing Division, Muhammad Iqbal Habibie is the Head of Production Division, and the Marketing Division has one Marketing Officer, Lai Chee Yee. As profits increase, Protech Ltd. will look to add employees to assist with social media, and website management.	Milestones As business grows, Protech Ltd. will advertise in target markets as well as participating in technology fairs.

Video Link : <https://youtu.be/iOKyu06rLds>