



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

SCHOOL OF COMPUTING
Faculty of Engineering

LEAN BUSINESS PROPOSAL

UHMT1012 Graduates Success Attributes

Semester 1, Session 2020/2021

Lecturer: Dr. Mohammad Razib bin Othman

Section: 42

Group 4:

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LEAN BUSINESS PROPOSAL

DE CAMA BED DETECTOR				
Problem a. Patients that fall down from the bed might be hard to be detected by the guardian. b. Patients might not be able to alert the guardian they fell from their bed. Existing alternatives a. Manual alarms installed at the wall in the hospitals.	Solution a. A set of sensors to be installed on the bed and room to alert the guardian. b. The specialised sensors can be arranged based on the condition that respective room perceives. c. Lower the burden especially for the outnumbered medical staffs who are in charge to monitor the staff. Key metrics a. Percentage of patients that needed this product. b. Number of sensors included for one set of products (will be updated from time to time based on promotion).	Unique value proposition a. Prevent any subsequent injuries. b. Helping patients and elderly to get first aid immediately.	Unfair advantage a. Most probably very expensive per unit. b. High demand from all type of medical centres especially during the Covid-19 pandemic. Channels a. E-magazine and Technology-themed magazines b. Advertisement (online and offline) c. Collaboration with hospital to promote the product.	Customer segment Primary User a. Patients (both in hospital and at home) b. Elderly (in old folks' home) Secondary User a. Any customer needs it for personal purpose. Early adopters a. Government hospitals. b. Old folks' home
Cost structure a. Technical research, tools and materials: RM 100,000 b. Advertising : RM 5,000 c. Rent infrastructure: RM 10,000. d. Workers' salary: RM 10,000. e. Emergency: RM 5,000 (in case the company witness a huge amount of loss)			Revenue streams a. Beta tester project to the selected hospital with 50% discount if they decide to buy the product. b. Early bird discount during sale opening. c. Wholesale in conjunction of NGO associations regarding health equipment for Covid-19 pandemic.	

This is the Youtube link for 3-mins pitching video:

<https://youtu.be/dVQrkiHB924>