

I-ONE Tracker Company

Identity

I-ONE Tracker manufactures high-quality and small form factor tracker that is easily hidden and stylish.

Problem

- People feel less secure in public because of theft crime such as pick pocket.
- Careless people misplaced their belongings in public areas and losing them.

Our solution

I-One is a technology that consists of two components which is an alarm and a tracker, can be download on your mobile phone by connecting your mobile phone to Bluetooth and GPS that helps their user to ensure their belongings safety in public places.

Target market

Mainly target the users from the age 17-25. Also, can be used by any people of any age.

The competition

I-One Technologies (I-One) is a start-up company in the newly emerging field of Personal Tracking Devices. Large companies like RQM Technologies (RQM) have expected industry analysts such as Ovum and ABI Research predict it will become a \$22 billion market within the next five years because of their military-inspired proprietary technology.

Revenue streams

I-One Tracker will sell directly to customers at DIY shops and online

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Marketing activities

I-One Tracker will communicate with customers with an email newsletter, targeted Google and Facebook ads, social media, and in person at DIY shops

Expenses

- Material for I-One device
- Pre-opening startup costs include a business plan, research expenses, borrowing costs, and expenses for technology.
- Post-opening startup costs include advertising, promotion, and employee expenses.
- the cost of developing a mobile I-One app
- Inventory space for products

Team and key roles

Currently, the team member is the owner, Tie Sing Hao with Ahmad Nazran bin Yusri assist in social media and online marketing, Muhammad Hafizzul bin Abdul Manap in collaborative marketing, Muhammad Najib bin Jamaludin in market survey researching and Ibtesham Ahmed Promit in production management.

Milestones

As business grows, I-One Tracker will be upgraded and improved over time to ensure the users have the best experience and new features to use.

Product Pitching

<https://www.youtube.com/watch?v=3s3dGdKUYkQ&feature=youtu.be>