

Profication Sdn. Bhd.

Identity

Profication Sdn. Bhd. manufactures high-quality Smart Digital Card (DC) for people aged 18 and above.

Problem

- Most people tend to lose or misplace their important cards easily.
- It's not necessary for them to bring all their cards everywhere.
- Our target markets include plebeian so it's hard to convince them to spend money on inessential things.

Our solution

- Use a cloud-based system for the Smart Digital Card (DC) which can easily be restored in the new card in case the old card is lost.
- Including DC with the ability to store all the important information such as passport, name, address, phone number, location, etc. Also, the user can manage their personal data easily.
- Minimizing the cost to reduce the price while maintaining Smart Digital Card (DC) efficiency with a maximum 1GB storage capacity. Also, implementing a 2-years subscription so users can cancel anytime.

Target market

The target audience is generally for the foreigners, overseas students and travellers who wish to have a product or solution to overcome their problems.

The competition

Currently, there are no companies and products which provide the same kind of services.

Revenue streams

- Card registration fees
- Subscription fees

Marketing activities Our company will give talks at targeted institutions to spread information about the product and its benefits. Also, our product will be advertised on social media, newspaper, and television.	Expenses • Materials for Smart Digital Card (DC) including metal, PVC, laser engraving and steel. • The design fair fees. • Advertising fees.
Team and key roles MEGAT IRFAN ZACKRY BIN ISMAIL (CHIEF EXECUTIVE OFFICER) - The man who started it all and the one who guided us to where we are today. AMIR FIRDAUS BIN ROSMAN (CHIEF TECHNOLOGY OFFICER) - The man behind the technological advances of the company. ANIS SYAZWANI BINTI MD AINI (CHIEF OPERATING OFFICER) - The women who ensure the smoothness of our operations. MUHAMMAD AMIRUDDIN BIN ZULKIFLI (CHIEF FINANCIAL OFFICER) - The man behind the financial decisions. ZIDAN MABRUR SIDDIQUI (CHIEF INFORMATION OFFICER) - The man who makes the data counts for us.	Milestones As our product's name began to be well known, we expect to present our plan to work with the government to include every card including identification card, debit card and such into a single all-purpose card.

Link of Pitching Video: <https://youtu.be/SA8iIKy0F78>