

iCompEx 2023

INTERNATIONAL INNOVATION AND INVENTION COMPETITION THROUGH EXHIBITION
POLITEKNIK SULTAN ABDUL HALIM MU'ADZAM SHAH

T V E T I D E A



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OUR IDEA & THE INNOVATION

- What is your idea? Please include mock-up / images / diagrams that explains your idea.
- What problem are you solving
- What is the innovation value in your product?

Who are the customers

- List down your target market
- Highlight potential customers that you have approached and tell us their response
- Do you have beta testers for your idea?

How we make money

- How are you selling this product to your customers?
- What are your pricing strategy?
- Do you have multiple revenue streams?
- Are you able to stay competitive with the pricing structure?

What can we deliver with the costing

- How much costing for this idea?
- Are you able to produce a complete prototype?
- Are you able to go to market with this completed prototype?

Our team

- Who are your team members?
- What are their experience related to this idea?
- What are their roles in this project?

Our team

