



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

Innovation and  
Commercialisation  
Centre  
(ICC)

RESEARCH UNIVERSITY

UTM INTELLIGENT COMMERCIAL INVENTION



[www.icc.utm.my](http://www.icc.utm.my)

**UTM**  
INTELLIGENT PRODUCT  
**FEATURES**

## PRODUCT TITLE/NAME

## PRODUCT IMAGE/PICTURE

**INTRO – WHY NEED THIS PRODUCT? Current phenomenon**

**BENEFITS/ADVANTAGES (Why go for this product?)**

**STATISTICS**

**ABOUT THE PRODUCT – How it works?**

**COMPARISON with other products (competitors)**

**MARKET OPPORTUNITY**

**TARGET MARKET/ organisations**

**INDUSTRIES APPLICABLE TO**

**Researcher & Project Manager  
(email & mobile no, Faculty/RA)**

**AWARDS/RECOGNITIONS**