



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

Innovation and
Commercialisation
Centre
(ICC)

Product Profile (PRODUCT DESCRIPTION & MARKET USAGE)

Date:

Location:

Innovation & Commercialisation Centre (ICC)

Industry Centre, UTM Technovation Park,
Jln Pontian Lama, 81300, Skudai, Johor
Email : managers@icc.utm.my / utmicc@gmail.com
Web : www.icc.utm.my
FB : UTM Innovation & Commercialisation Centre
Tel : +607-559-1504/1511/1584/1515/1520/1550
Fax : +607-5565899/5576904

No	Researcher contact No / Email	Project Title	Project Brief	Application of product	Market/ Industry Area/Coverage	Potential Organisations using product	IP Status	Expectation/Remarks
	<p>Name : DR NORAFIDA ITHNIN PM DR. OTHMAN IBRAHIM Hazinah Kutti Mammi Lim Kah Seng</p> <p>019-7443458 012-7477698 010-7082210</p>	<p>Product Name :</p> <p>Product Category : Eg : architecture/transport/IT/electronic, etc</p>	<p>According to the study, human are having difficulty in remembering the text-based password that is too long or complicated. Thus, the graphical password was introduced as the alternate method to the text-based password for authentication. Unfortunately, the graphical password is inherently insecure from the shoulder surfing attack. To overcome this issue, the graphical password anti-shoulder surfing mechanism is</p>	<p>For what usage and where does it apply?</p>	<p>Which industry and organizations use the product?</p>	<p>List of potential organizations using this product</p>	<p>Stage of IP status/application</p>	<p>Further expectation and next stage on the commercialisation aspect of this product – how and where to go from here. The current stage of this product commercialisation/any JV/collaboration done and with whom – stage of collaboration</p>

		<p>needed. However, at the present time, most of the mobile device graphical passwords are without the graphical password anti-shoulder surfing mechanism, plus the existing mobile device graphical password anti-shoulder surfing mechanisms are not simple in term of implementation. Therefore, in this research, the mobileCURE, a graphical password anti-shoulder surfing mechanism that is for the mobile device graphical password was designed. This mechanism is designed based on the concept of the way how human are painting the picture in colouring book, and this mechanism has three types of authentication</p>				
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		<p>techniques. Each of these authentication techniques' usability and security from shoulder surfing attack are being validated by 30 users and 3 hackers in three groups of experiments. The results show that the ability of Mechanism A, Mechanism B, and Mechanism AB in reducing the shoulder surfing attack are 46.7%, 83.3%, and 87.7% correspondingly. Meanwhile, in term of usability, overall, time needed for authentication in the Mechanism A, Mechanism B, and Mechanism AB is 16.6s, 50.02s, and 27.49s. Thus, the most usable authentication technique is Mechanism A, while the most secure</p>			
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			authentication technique is Mechanism AB.					
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VALUE PROPOSITION : VALUE ELEVATOR PITCH

OPENING HOOK

“Catchy Statement” & Executive Summary
Detailed description of the important customer needs

- Overall market (size, players, business models)
- Specific market segment to be served
- Market entry point or launch market

NEED :

Whats the important,
quantitative, customer and

<p>market NEED? New, compelling, defensive style</p>	
<p>What's the specific APPROACH to satisfying the need? Include quantitative measures – how will your specific approach address what the customer cares about? What makes your approach compelling?</p>	<ul style="list-style-type: none"> - Full product or service definition - How it will be positioned to customers - “Golden Nugget”, which is the competitive, protectable differentiator for the project. It can be some combination of an enabling technology, clever design, business model, relationships or market positioning - Plan to develop and provide the product or service and bring it to market <ul style="list-style-type: none"> - Financial plan summarizing the business (how will it make money?) - Revenue estimates, costs, budget development, future needs, investment funds required, and the return on investment (ROI) <ul style="list-style-type: none"> - Timetable - Staffing Plan
<p>What are the quantitative BENEFITS PER COST of that approach? – what r the benefits to the customer, investor, enterprise/partners? What does it cost them in terms of money, time, conversion efforts to use your approach? Consider ecosystem effect of your solution.</p>	<ul style="list-style-type: none"> - Customer benefits per costs - Investor benefits per costs (including revenue growth, profit, ROI) - Benefits to the market ecosystem
<p>Who is the COMPETITION, what are the alternatives now and in the future, and why are your benefits per costs superior? Demonstrate how your approaching is compelling to those who might not want a solution or even superior to others' solution to customers' need?</p>	<ul style="list-style-type: none"> - Competition now or Alternatives - Competition now and in the future (by name) including competitors' barriers to entry such as IP, distribution - Risk mitigation plan anticipates potential problems, such as technical, market, business model, financial, execution, and people risks
<p>AWARDS/RECOGNITION obtained</p>	<p>List of Awards/Patents Obtained</p>
<p>Product COMMERCIALISATION</p>	<p>Which industry to collaborate with – suggestion of organizations n next step</p>

NEEDS	
Close (Summary & Next Steps)	What r u asking your audience to do? Expectation?

Sample **VALUE PROPOSITION :**

PRODUCT : PLASTIC RESIN PRODUCER

NEED

- Consumers are becoming more aware of climate change
- Regulations are occurring to reduce CO2 emissions
- Consumers are unwilling to pay more for bottled water
- The cost of recycling plastic bottles is increasing

APPROACH

- Supply non-fossil based resin to bottle manufacturers
- Remove CO2 from resin plant emissions

BENEFITS PER COSTS

- Meet future regulations
- Increase market share
- Enable bottle manufacturers to produce bottles that can be recycled at lower costs

COMPETITION

- Other resin producers in developing countries
- Resin producers with lower CO2 emissions
- Glass containers

Product IMAGES

