



**NOBRELLA**

**ENT600 TECHNOLOGY ENTREPRENEURSHIP  
BLUEPRINT REPORT**

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## **1.0 EXECUTIVE SUMMARY**

Nowadays, people are concerned about time. Our hands-free umbrella, Nobrella will provide a product that will help people with their concerns. In order to go out working outdoor, or sightseeing with pets and also it can help with people who need to ride a bike. We can save a lot of energy fighting with umbrella stick that may be appear as dangerous weapon to other people due to its spike. The user-friendly and customizable hands-free umbrella Nobrella makes it very suitable to use under any circumstances. It can be customized to suit according to the size and design upon how it is requested. The unique features of the product are the rotate level to collapse the canopy, body and shoulder strap that able to carry a backpack by clip together the hook and also works to support the shoulder. The target markets for Nobrella are people that are involved in building houses or skyscrapers, or maybe photography that needs to work outdoor and people that usually prefer to go out than staying inside.

There are few competitors in our product such as Lazada and Ikea. Our Nobrella has an advantages when using our product. For example, users get to answer their calls even though they need to cover their heads, people that work under scorching sun are able to protect themselves from the UV. We use a technology that has not been implemented by other competitors hence, it gives us advantages. After three years operating, we succeed in accumulating profit as much as RM1,538,684. CEO, financial manager, administration manager, marketing manager and operational manager have works together in making sure that our company succeed to this level.

## **2.0 PRODUCT DESCRIPTION**

Lolly Brully company has produced a product named Nobrella. Nobrella is a hands-free umbrella that is used like a backpack with the cover on top of the head protecting the users from UV rays and rainy weather. Nobrella has been modified into an umbrella that is very pleasant for customers and users. The unique features of the product are it has a rotate level to collapse the canopy, and body strap that support the umbrella and the shoulder. These unique features create significant value which is the users able to hook up the body strap with their choices of backpack together. There is a button at the side near the rotate level that able to open and close the canopy whenever the users want. This feature will let the users use the umbrella whenever and wherever they want without causing disturbance towards other people.

The difference between Nobrella and what is currently on the market are Nobrella makes it easier for the users to use without having to hold the stick. It will be convenient to keep the umbrella save without having to cause nuisance.

### **3.0 TECHNOLOGY DESCRIPTION**

Nobrella is one of the innovation of new backpack style design offering similar coverage to a mini-umbrella. This product focus more on whom work outdoors and cannot hold an umbrella and for million more doing everyday basic activities like; walking the dog, watching a sport event or just out fishing. Nobrella includes a full standard backpack along with a smart canopy design. For those who desire a hands-free umbrella solution yet still need to use a backpack. This design suits for bike riders, commuters, students, children, hikers and many other applications. This product is specifically designed to be able to block the sun's ray. Made of a high grade UV and waterproof material and it is really suited for people who work under extreme heat and people who are concerned about risks of skin cancer.

Nobrella has a sleek aerodynamic design that completely encompasses a user's head and shoulders. It has a rotate level that able to collapse the cover and a small button that can open or close the cover whenever needed by the users. Attached with this hands-free umbrella, a body strap is included in order to support the users' shoulder and does not bother to hold the umbrella under any circumstances. Not only that, the body strap come with a hook where the users able to hook up together the backpack and the body strap.