1. **Title of proposed idea/innovation:**

MobiChase

2. **Briefly explain newness/uniqueness of the innovation**

Unmet Need:
The newness and uniqueness of the mobile-chasing ring or locket lie in its fusion of fashion and advanced technology. Unlike typical phone-finding gadgets, this wearable device (ring or locket) offers a stylish and convenient way to keep track of your mobile phone. It eliminates the need for bulky keychain devices or apps, allowing users to wear the solution as a fashionable accessory. Its discreet design, combined with the ability to trigger phone alerts or GPS tracking, provides an innovative, hands-free approach to mobile phone recovery. This blend of fashion and functionality makes it stand out in the market.

Uniqueness:
The uniqueness of this innovation lies in its dual functionality: not only does the ring help locate a misplaced mobile phone, but it also acts as a security alert system. Unlike standard gadgets, the ring vibrates or sends notifications to the user whenever an incorrect password or fingerprint is applied to their phone. This added security feature provides real-time feedback, offering an extra layer of protection, making it more than just a phone-finding tool—it's a stylish and functional security accessory.

Novelty :
The **novelty** of this mobile-chasing ring lies in its innovative combination of security and convenience. While most phone-finding gadgets are limited to location tracking, this smart ring introduces a unique security feature: it alerts the user by vibrating or sending notifications whenever an incorrect password or fingerprint is attempted on their phone. This real-time feedback offers users both enhanced security and peace of mind, distinguishing it from standard gadgets. The ring's ability to serve as both a phone locator and a mobile security alert system makes it a ground breaking addition to the wearable tech market.

Product Developed :

The mobile-chasing ring is a fully developed product that combines both phone-finding and security alert features. This wearable tech not only helps users locate their phones through vibrations or alerts but also enhances security by notifying the user whenever an incorrect password or fingerprint attempt is made on their device. With its sleek and fashionable design, the ring seamlessly integrates into daily life, offering both functionality and style. This product stands out as an innovative solution, merging convenience, security, and wearability.

3. **Concept & Objective**

Concept :
- The concept of the mobile-chasing ring is to create a smart, wearable accessory that provides both convenience and security for mobile phone users..
- The ring is designed to help users quickly locate their phone by triggering alerts, such as vibrations or sounds, when the phone is misplaced.
- In addition to phone tracking, the ring includes an innovative security feature: it vibrates or notifies the user whenever an incorrect password or fingerprint is entered on their mobile device.
- By combining fashion with technology, the concept aims to offer a practical yet stylish solution for everyday challenges like misplacing phones and protecting personal data.

Objectives :
- The objective of the mobile-chasing ring is to provide users with a smart, wearable device that enhances both convenience and security.
- Help users locate their mobile phones quickly and effortlessly through vibrations or alerts, reducing the frustration and time spent searching for misplaced devices.
- Enhance mobile phone security by notifying the user in real-time whenever an incorrect password or fingerprint attempt is made on their device, offering an extra layer of protection against unauthorized access.

4. **Specify the potential areas of application in industry/market in brief.**

User Survey:
- Wearable Technology: As part of the growing wearable tech market, the ring can appeal to consumers seeking fashionable accessories that incorporate smart technology for everyday convenience and security.
- Security and Privacy: In industries focused on data protection and personal security, the ring's alert feature for unauthorized access can attract users concerned about mobile security.
- Fashion and Accessories: Collaborations with fashion brands can position the ring as a trendy accessory, merging style with functionality for fashion-conscious consumers.
- Health and Fitness: The ring could incorporate additional health-monitoring features, appealing to the fitness market where users are looking for multifunctional wearables.

Opportunity :
- Area of Focus: Growing Wearable Market, Fashion Collaboration, Educational Institutions: Schools and universities may find the ring beneficial for students, helping them keep track of their devices and enhancing overall security on campus.
- Who would want this: Tech-Savvy Consumers, Fashion-Conscious Individuals, Security-Conscious Users.
- Growth Opportunities: Collaboration with Fashion Brands: Partnering with well-known fashion designers or brands can elevate the product's status as a trendy accessory, driving demand among style-conscious consumers.

Value Proportion :

- Convenient Phone Tracking: The ring allows users to effortlessly locate their mobile phones through vibrations or alerts, reducing the frustration of searching for misplaced devices.
- Enhanced Security: With its unique feature of notifying users whenever an incorrect password or fingerprint is entered, the ring provides an additional layer of security, protecting personal data from unauthorized access.
- Wearable Technology: It meets the growing demand for wearable devices that offer practical solutions while being integrated into daily life, appealing to tech-savvy consumers.

5. **Briefly provide the market potential of idea/innovation.**

- Opportunities for Partnerships: Collaborations with fashion brands, tech companies, and retailers can enhance visibility and credibility, further driving market penetration and sales.
- Customization and Personalization Trends: Increasing consumer demand for personalized products can be leveraged by offering customization options for the ring, attracting a wider range of customers.

6. **Block diagram / Flow chart**

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Mobile-Chasing Ring ─────────────────────── Mobile Phone
        │                                         │
        ▼                                         ▼
   Microcontroller                            Mobile App
        │                                         │
        ▼                                         ▼
  Bluetooth Module                            GPS Module
        │                                         │
        ▼                                         ▼
  Vibration Motor                           Security Features
        │                                         │
        ▼                                         ▼
      Battery                                User Interface
        │                                         │
        ▼                                         ▼
   LED Indicator                             User Settings
                                                  │
                                                  ▼
                                          Alerts/Notifications
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