**Name: Eric Chia Teck Han**

**ID: 1151101246**

**Project ID: 938**

**Project Title: AR Marker Based Length Measurement App**

**1. Executive Summary**

The commercialization proposal contains 4 pages of information and analysis of the app. This includes the market and business analysis of the app, the strengths and weakness, and the project outcomes.

**2. Market Analysis**

The target and potential customers are the people who involved in construction of building industry. Besides, the people who planned to have DIY for his house are also one of the target customer.

**3. Problem Statement**

The operating on the several equipment has some potential in causing some measurement errors or observational errors Besides, the current stage of the AR measuring app is not perfect as it is lacking of the accuracy on the result.

**4. Unique Value Proposition**

The basis of MMeasure is using Image Detection in AR techniques. Image Detection may decrease the rate of showing inaccurate result since it does not use the gyroscope installed inside phone devices.

**5. Objectives**

* Provides a high accuracy and portable measuring app which the accuracy is below ±1cm.
* Provides a measuring app that is simple to use, with understandable instructions given.
* The measuring app will not require high hardware requirements of phone devices

**6. Methods and Scope of Work**

With Image Detection techniques, the system will able to calculate the distance between camera and the image targets based on the image targets’ scale, and simulates the real world environment. This allows the measured result is same as the real world ones. A line is drawn as the measured length for user to verify, and the user may change the unit of the measured length as well.

**7. Business Model**

Financial Snapshot (Income Statement)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
| Revenue (RM) | 5000 | 10000 | 20000 | 35000 | 55000 |
| Research & Development (RM) | 800 | 800 | 800 | 800 | 800 |
| Operating Expenses (RM) | 20000 | 20000 | 20000 | 25000 | 25000 |
| Operating Income (RM) | 0 | 0 | 5000 | 10000 | 15000 |
| Income before Tax (RM) | -5000 | 0 | 5000 | 10000 | 15000 |
| Income Tax Expense (RM) |  |  | 1000 | 1670 | 2340 |
| Net Income (RM) | -5000 | 0 | 4000 | 8330 | 12660 |

The business model of the app will collect 10% profit of each sale. Apart from that, the app will have advertising fees to some social networks.

**8. Milestones and Key metrics**

Milestones 1: Publish the system in iOS platform

This milestone will allow the range of user base get expanded. The estimated time of achieving the milestone will be within 1 month, with sufficient budget given.

Milestone 2: Expand the app coverage to nearby countries (Singapore, Indonesia) App Store.

The milestone will allow the business to gain more profits with larger user base from different countries. The estimated time of achieving it will be 9 months with appropriate fund invested.

**9. Project Outcome**

The outcome of the project will benefit the target customers by reducing the effort of bringing various measurement equipment and ease their loads. Furthermore, the company invested will gain a higher popularity and impression of producing high accuracy result in measuring length among the community.

**10. Strength, Weakness, Opportunity, and Threat (SWOT) analysis**

**Strengths:**

The strength of the app is the high accuracy rate of the result. There are a few apps exist currently, but the base technique is different with this project and the hardware requirements are higher. This allows MMeasure to have advantages in terms of market to the app.

**Weaknesses:**

The weakness of the app is the method of downloading the markers. The steps require a few efforts, but the markers play the most important in the app. This may cause users to change another app.

**Opportunities:**

The smartphone users who uses lower hardware requirements doesn’t have sufficient resources of using existed measuring app. It seems to be an opportunity to the app as it provides a platform to enhance they measurement experience.

**Threats:**

The current competitors of the app are Measure published by Google, Measure published by Apple, AirMeasure and other measuring apps. However, these app are only available for selected phone devices, therefore our app stands out in the market with other unselected phone devices users.