A Complete Guide to Kickstart Your Technopreneurship

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PREFACE

A Complete Guide to Kickstart Your Technopreneurship is a workbook that contains the important topics that should be learnt by the students related to computing-based technopreneurship projects.

Students will explore the concepts and perform hands-on practical activities related to creativity and innovation to produce IT solutions to real-life scenarios and technopreneurship related activities and skills that include project management, competition analysis, business model development, marketing strategy, financial management, pricing strategy, intellectual property & commercialization and product innovation pitching.

The book also includes samples and comprehensive guidance for the students to carry out related activities in producing a specific deliverable. The samples were taken from projects that have been carried out by the authors and students in which the projects have reached the pre-commercialization and commercialization stages. The projects are,

1. Development of syntX Robot as Assistive Tool for Teaching and Learning Basic Programming to Higher Education Students *by Ahmad Sobri Hashim*
2. Stutter Manager: Mobile Application for Electronic/Online Speech Therapy *by Noreen Izza Arshad*
3. Solvie Pro: Part-Time Job Matching Platform *by Abdul Qayyum Halid, Mohd Ikmal Ahmad Zaihidi, Ameer Izwan Jamaluddin and Amar Suffian Amran*
4. TankGang: VR Training for Confined Space *by Mohammad Syazran Mazlan, Mohd Daniel Azraff Rozmi, Noradreena Syakiera Bahari and Arina Shahirah Sulaiman*

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