

Script of Face Marked

Team Name: Tech Marshalls Idea: Attendance by Facial Recognition

Problem:

Attendance is one of the major components of almost any institution. Manual attendance systems are used in majority of institutions but Manual attendance systems have a lot of drawbacks. Manual systems needs a lot of different resources, they are slow and in efficient. Then we have bio metric attendance systems which are good for small organizations. In bio metric systems, attendance is marked individually so they are still very time taking. That's why we are proposing attendance using facial recognition.

Solution:

Our product "**Face Marked**", will mark the attendance by facial recognition. Our solution is to save the time, resources and minimize the errors; we will mark attendance of multiple people at the same time by using the multi tagging techniques. It would be an awesome technique to mark an attendance with in few seconds. Our main focus is Universities, Colleges and schools. Marking attendance through an automated system will save a lot of time and redundancy in data. It will be very efficient and easy system to use. Management of institution will be able to track the attendance performance of any student very easily and generate notifications and warnings regarding their attendance.

Unique Value Proposition:

The unique value of our project is the minimization of time consumption and reliability. Our system will mark the attendance system with in no time, automatically and will generate the notifications. It will use the multi tagging technique by which our system will mark attendance of multiple students at the same time. We will provide our customer a complete package from marking the attendance to the management of attendance and generating notifications autonomously.

Key Metrics:

Our key metrics would be if we even sells our system to almost 5 institutes a year then it will be good business. Our cost will be just our hardware but the software cost is only one time and then we will replicate again and again. If our system will mark attendance in no time then

that would be our assumption proves true and that will be the trademark of our product and sign of success.

Unfair Advantage:

Our system has a very big advantage that this is new technique and it is not implemented at this level. Facial Recognition systems are not implemented at educational institute level. We have a very huge market, education institutes are growing at very rapid pace in our country. So if we introduce our product in market then we will have a great advantage. Our system will be the fastest and the most technologically advanced then currently existing. We will also provide it at the lowest costs so that our customer remains attracted to our product.

Existing Alternatives:

There are few alternatives in the market. Thumb impression, Iris Scanning, RF I.D etc. But in all these systems, there are some short comings that will be reduced in our system.

Customer Segment:

Our customers would be all the educational institutes (colleges, universities etc.) around the country. We are designing this product especially for solving the problems of attendance in institutes and educational sectors so our customers will be from educational sector. Later on we could widen our product applications and sell it to corporate companies or surveillance teams. If any institute would like to acquire our product then they will have to pay according to the size of their institute. Our product can work simultaneously in both small and large scale institutes.

Channels:

The channels we most likely be used is to go door to door. Our product is being designed for educational institutes so our main focus will be to visit some of these institutions, show them our product, gets their reviews and makes them to buy our product. Other channels could be social media and through service providing websites etc.

Cost Structure:

Our product consists of both software and hardware. The cost of software development is off course one time and after then we can just replicate it as many times as we needs. The hardware required for our product only includes a Digital Camera. A digital camera could cost us around Rs 10,000.

Any institute which will buy our system would have to pay depending upon the size of it because number of cameras depends upon the size of that institute.

Revenue Stream:

The major revenue stream is straight. We will sell our system and will be get paid. We will not develop cameras by ourselves, we will buy them from third party. We will sell our attendance software along the number of cameras required for that institute then earn the revenue. The software will cost Rs. 50,000 and the total cost will depend upon no. of cameras required.

Team:

Our team consists of five members. We have divided the roles according to our personal expertise. Our team member's names and their roles are as follows:

1. Rehan Asghar – Team Leader and Project Manager.
2. Murawat Hussain – Head of development, Asp.net developer.
3. Ahmed Sharafat – Database and Web developer.
4. M. Haris – Mobile App designer and Programmer.
5. Nalain Abbas – Documentation and Team Helper.