BUSINESS MODEL CASE STUDY: HYDRA MASK FOR

Hamzah Muhammad Mardi Putra, Edysri Hermayudha
Pelita Bangsa University
hamzah.mardiputra@gmail.com
hermayudha@gmail.com

ABSTRACT

The increase of air pollution in big cities in Indonesia and the use of mass transportation speed up continuously. Meanwhile, the resident in those big cities such as DKI Jakarta, Bandung, and Surabaya begin their life with smartphones to simplify their life. That lifestyle includes the use of headphones to hear music, Bluetooth to connect the Android to headphones, and many more. But, that lifestyle is not accompanied with the utility like a safe masker. Therefore, this research aims to make the tools that combine the masker which is user-friendly and Bluetooth applications that simplify mass rapid transportation users. This tool is named Hydra Mask. We build the business model which combines innovation and entrepreneurship. The output of this business model is Hydra Mask. With this Hydra Mask, we hope the residents of big cities in Indonesia will have the tools to prevent air pollution while they still can maximize their lifestyle.

Keywords: Business Model, Innovation, Mask, Entrepreneurship