

國立台灣大學技術行銷表

台大案號: _____ (由產學組填寫)

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產品/技術名稱	安全捐款系統
發明人/單位	劉子健、陳厚鈞、余宗哲、林 風
產品/技術說明	本系統是一個以安全為基礎的網路捐款社群系統，並結合了 "Postpaid 付費機制"，"AND 會計報表"和"受款者對捐款需求度的評估機制"。系統主要由社群網路與行動裝置所組成。
應用範圍	安全捐款、安全購物、社群網路、資訊查詢服務、廣告服務、人力媒合服務、電子商務、零用錢管理服務、評價系統、志工系統、交友系統
產品/技術優勢	以具創新之方式，協助捐款人選擇受款人，並改善現存電子捐款系統諸多漏洞，例如：捐款人無法肯定自己的捐款確實送達受款人，受款人確實把捐款用在合理的用途。所有捐款過程皆符合資訊安全所定義之隱私、資料完整、不可否認與資料保密。
市場潛力	本專利能應用於手機、智慧型手機以及 RFID 卡，引述文獻 "Taiwan - Mobile Market - Overview & Statistics, BuddeComm, 04 February 2010"，2010 年台灣手機普及率約為 116%，換言之平均每人擁有一台以上的手機；而民眾對使用 RFID 卡消費之接受度也很高，RFID LTD 近期公佈最新 RFID 市場評估，認為從 2010 年至 2017 年，RFID 標籤將以每年超過 100%速度增長，其主要因素偏重在商業行為上。因此推斷本產本具龐大市場潛力。
產品/技術 智財權保護方式	

Marketing Abstract of NTU's Invention Disclosure

NTU's docket no: _____ (由技轉室填寫)

TTO contact :

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Title	Secure Electronic Donation system
Inventor (s)	Chi-Kin Lau, Hou-Chun Chen, Tsung-Che Yu, Phone Lin
Brief Description	(< 100 words of non-confidential information) The proposed system provides social donation network based on network security. It includes "Postpaid model", "AND balance sheet" and "Evaluation of donees' needs of donation".
Fields of Application	Secure electronic donation service, secure shopping service, social network, advertisements service, human resource service, electronic commerce, pocket money management service, evaluation system, volunteer service, dating system.
Advantages	(when compared to the existing technologies) The proposed system helps donors choose donees in a novel way. Besides, when compared with existing donation systems, the proposed system improves security vulnerabilities. For example, donors are not assured that donees have received their donation and donees have used their donation in a reasonable way. The proposed protocol meets the definition of network security requirements such as privacy, data integrity, non-repudiation and data confidentiality.
Market Potential	The proposed patent can be applied on any mobile phone, smart phone and RFID card. According to the research "Taiwan - Mobile Market - Overview & Statistics, BuddeComm, 04 February 2010", the penetration of mobile phone in Taiwan is around 116% in 2010, that is, each person has more than one mobile phone. Besides, the usage of RFID card to purchase is well-accepted in Taiwan. According to the market report of "RFID LTD", RFID tags will have more than 100% annual growth rate from 2010 to 2017 and the main factor is the changing consumer behavior.
IP Right(s)	(由技轉室填寫)

