

TARGET MARKET Adults/Home makers/Home users

PRODUCT SUB CATEGORY Home improvement

PRICE CATEGORY Less than INR 200

## PROBLEM STATEMENT

With a myriad of appliances devices, and gadgets invading our homes and living spaces, not knowing which switch/plug/cable belongs to which appliance/device/gadget is a problem all too common.

Gemklip invites you to solve this problem by designing a Simple, Different and Inspiring Solution and help in eliminating this pesky little niggle from the lives of many.

## DELIVERABLES EXPECTED

Submit your solution covering the following in PDF format (size not exceeding 10MB)

1. Main factors that influence your final design.  
Describe the main factor(s) that you believe is/are responsible in influencing the final outcome.
2. Ideation explorations  
Clear sketches (with annotations and descriptions) that communicate your idea.
3. Recommended final solution  
Along with an explanation on why you recommend this solution over the others.
4. Pain points it addresses  
Describe the pain point(s) your recommended solution addresses.
5. Benefits added  
Clearly explain the benefits your solution brings point by point.
6. How it fits with Gemklip philosophy.  
Explain how you see your idea fitting in with Gemklip's philosophy.

## WHAT IS NEXT

1. Accept NDA and submit your idea by visiting [www.gemklip.com/projects](http://www.gemklip.com/projects) under the right project.
2. Wait for review from Gemklip team (we usually respond within 5 working days from the date of submission).
3. If your idea is qualified for further development we will share a Project Dashboard which contains resources and details on timeline, deliverables & milestones required to take your idea to market.

