

1. TARGET MARKET : Adults/Home Makers/Home Users.

2. PRODUCT SUB CATEGORY : Home improvement

3. PRICE CATEGORY : Less than INR 200

4. PROBLEM STATEMENT : Ever tried using a 2 pin plug in a 3 pin child safe socket? It is a frustrating experience as you have to jam the unused hole with a pencil/pen/etc. in order to use your 2 pin plug. The problem arises from the fact that the 3 pin child safe socket was designed with safety in mind but neglected the user experience.

Gemklip invites you to design an accessory that's Simple, Different and Inspiring that can work universally across sockets and solves the above problem while still retaining the safety aspects.

5. DELIVERABLES EXPECTED : Submit your solution covering the following in PDF format (size not exceeding 10MB)

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

6. WHAT IS NEXT :

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

