

1. TARGET MARKET : Home/Kitchen users

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2. PRODUCT SUB CATEGORY : Kitchen

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3. PRICE CATEGORY : Less than INR 1000

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4. OPPORTUNITY STATEMENT : Kitchen tools have changed a lot over generations. For good or bad some tools of the past have been pushed to extinction. It can be attributed to multiple reasons like availability of better alternative, changes in our lifestyles, our perceived notion of their performances and safety aspects. But does that mean they can't be re-imagined and modernized to fit our lifestyle, performance and safety needs? Absolutely not. Case in point: The "Vili/Boti/Aruvamanai" .

Gemklip invites you to re-imagine this old tool and design a Simple, Different and Innovative solution for the modern urban kitchen.

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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.
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6. WHAT IS NEXT :

- a. Accept NDA and submit your idea by visiting [www.gemklip.com/projects](http://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.

