

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

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2. PRODUCT SUB CATEGORY : Home improvement

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3. PRICE CATEGORY : Less than INR 200

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4. OPPORTUNITY STATEMENT : Even everyday objects can bring us a sense of satisfaction/joy and even moments of peace when we can connect with them and we feel they showcase our personalities the best. They remind us of what we are (or even what we want to be) and also make a statement of it to the outside world. Case in point: The humble clock.

Gemklip invites you design a Simple, Different and Inspiring clock for use at work spaces (office cubicles, desks, etc.).

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

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

- Accept NDA and submit your idea by visiting [www.gemklip.com/projects](http://www.gemklip.com/projects) under the right project.
- Wait for review from Gemklip team (we usually respond within 5 working days from the date of submission).
- 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.

