PROJECT ID GEM\GE35A19-1

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

2. PRODUCT SUB CATEGORY : Home improvement

3. PRICE CATEGORY : Less than INR 200

4. 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.

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 paint 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.

The Design Process!

You are here! → Accept NDA & Submit Idea → PROJECT KICK OFF (after idea review + approval) → Conceptualization → Conceptualization Review + Approval → Prototyping → Prototyping Review + Approval → Production → Production QC + Approval → Product Launch → Project Complete