

We believe in the power of collaboration and are driven by **OUR PHILOSOPHY** - *Challenging the status quo, Considering every problem as an opportunity, being obsessive about creativity, Delivering value through design & Impacting lives positively on a large scale.* We are on a mission to design products and solutions that are Simple, Different & Inspiring.

We are excited to have you on board. We hope this collaboration proves to be mutually beneficial and it brings out the best in ourselves. We wish you the best!

Below are some **TIPS & TRICKS** to help you get started:

1. Focus on addressing pain points related to the use of the product or those found in the nearest alternatives.
2. Imagine and discover new benefits that you can bring in with your idea.
3. Keep in mind Gemklip's philosophy while you are ideating.
4. Think about discoverability (where people will get to know about/buy your product, and consumables if any) and sales.
5. Focus on utilizing local resources and manufacturing processes to design your product.
6. Be aware of the environmental impact your product will have and strive to keep your solutions sustainable.

By collaborating with Gemklip, you can enjoy the following **BENEFITS** (subject to terms and conditions).

1. Gemklip will fund and hand-hold your "idea to product" journey.
2. Complete access to the development process.
3. Lifetime royalty on product sales.
4. Endorsement from senior designers.
5. Mentorship during your studies.
6. Citation from Gemklip.com.
7. Your name featured in the product packaging.

We award **REMUNERATION** in terms of royalty (on profits after successful product launch). Details below (subject to terms and conditions).

S.No.	Phase	Deliverables	Royalty %	Involvement to Claim Royalty
1	Share Idea	Idea described in words / sketch, may be vague and might not have established feasibility in any sense.	10%	Explain the idea. Development of the idea may be contributed by others/Gemklip but still the loyalty of the idea will belong to the originator. The idea may be eventually modified during various stages of product design cycle. He/ She may have to own identity and responsibility of the idea.
2	Design Validation	Establish feasibility and business plan including target cost. The concept may be in sketch/ illustration form supported by a detailed product design specification.	5%	Take ownership in building an acceptable business plan and product design specification. Gemklip may review the business plan a maximum of three times before considering it unfit. If Gemklip takes responsibility of working on the phase beyond review to any extent, then the loyalty will be equally shared with Gemklip.
3	Product Development	Prototype validating the above. The prototype may be "look alike and work alike" and may be suitable to do pilot testing with key customers to raise funds for production	20%	Take ownership in design, development and prototyping leading to presentation of an acceptable prototype. Acceptance of the prototype will rest solely on Gemklip. Gemklip may review the prototype a maximum of three times before considering it unfit. If Gemklip takes responsibility of working on the phase beyond review to any extent, then the loyalty will be equally shared with Gemklip.
4	Production	Investment in production	40%	Investment in tool development and production of the product in various quantities. Loyalty will be given to those quantities the investment has effected.
5	Sales at Gemklip.com	Online, offline sales and product maintenance including refinement and upgradation.	Upto 75%	Apply for product publication on Gemklip website and get it approved. Gemklip will have ownership to do promotion, sales and product management in various mediums of sales. Gemklip will be the sole authority to dictate the price, discounts and offers fitting its sales plan.

ABOUT US. Gemklip.com is brand incubated by TEQZO consulting, a division of TEQZO Retail Products Pvt Ltd with over a decade of experience in providing innovation and design services to manufacturing companies in India and abroad, with expertise on multiple domains including but not limited to Consumer Appliances and Electronics, Packaging, User Interface and User Experience, Medical Appliances, Technical Furniture, etc. We have a diverse portfolio of products and services that are Simple, Different and Inspiring, and we are backed by a spirited team of Designers and Design Engineers.

You will have to abide by the following **TERMS & CONDITIONS** during the course of the project.

1. Approval for working on the project does not guarantee Royalty or Ownership of the idea.
2. Submission of the project into Gemklip does not guarantee Royalty or Ownership of idea.
3. Gemklip has the sole right to determine the Royalty for the designer. It will be based on the effective contribution of the designer on the project.
4. Gemklip reserves the right to terminate all interaction with the designer if he/she fails to meet requirements in terms of performance/time/conduct.
5. IP rights shall remain with Gemklip if the designer works on the idea/problem/opportunity provided by Gemklip. However, if the designer brings his/her own IP, it will be evaluated and approved by Gemklip. In such cases the IP will belong to the designer.
6. Owner of the IP shall stand indemnified and take responsibility for any consequences arising from the idea.
7. Working on the project does not give the designer the right to share/sell/make same or similar products without written approval from Gemklip.
8. All data/material created during the project will be Gemklip's property and should be shared with Gemklip (in original formats).
9. Gemklip reserves the right to change/modify the above as it deems fit.

For any queries you can **CONTACT US** by means below:

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