

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 : With "vlogging" opening up career and skill sharing options for hobbyists and professionals alike, there is a new need arising in terms of furniture that can accommodate their workflow and requirements.

Gemklip invites you to design a Simple, Different and Inspiring solution that aims to address this opportunity and positively impact vloggers - aspirants, hobbyists & professionals alike.

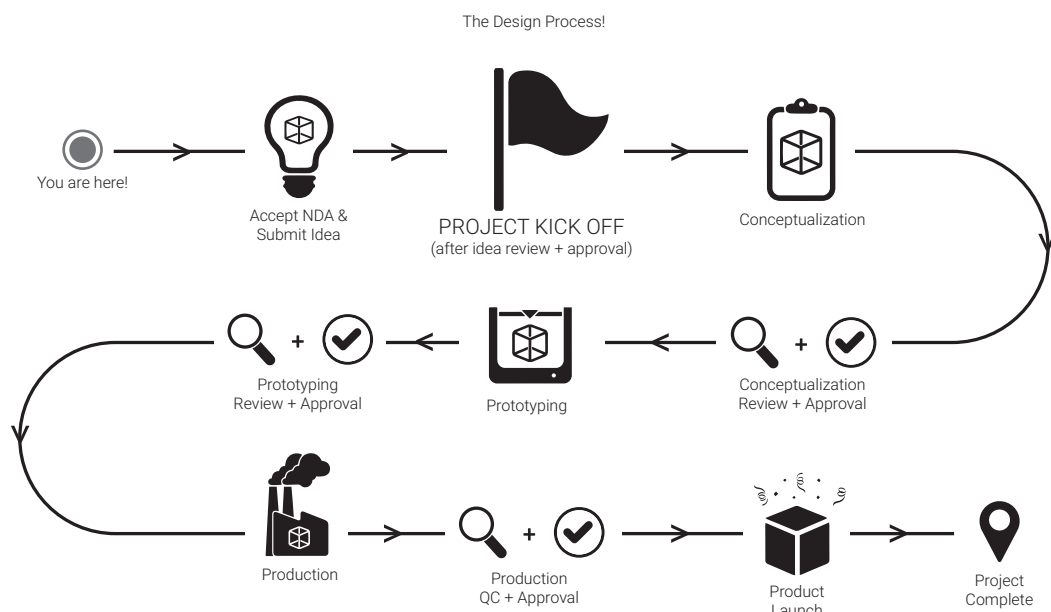
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5. DELIVERABLES EXPECTED : Submit your solution covering the following in PDF format (size not exceeding 10mb)

- 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 is 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.



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