

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

2. PRODUCT SUB CATEGORY: Home Improvement

3. PRICE CATEGORY : Less than INR 200

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.

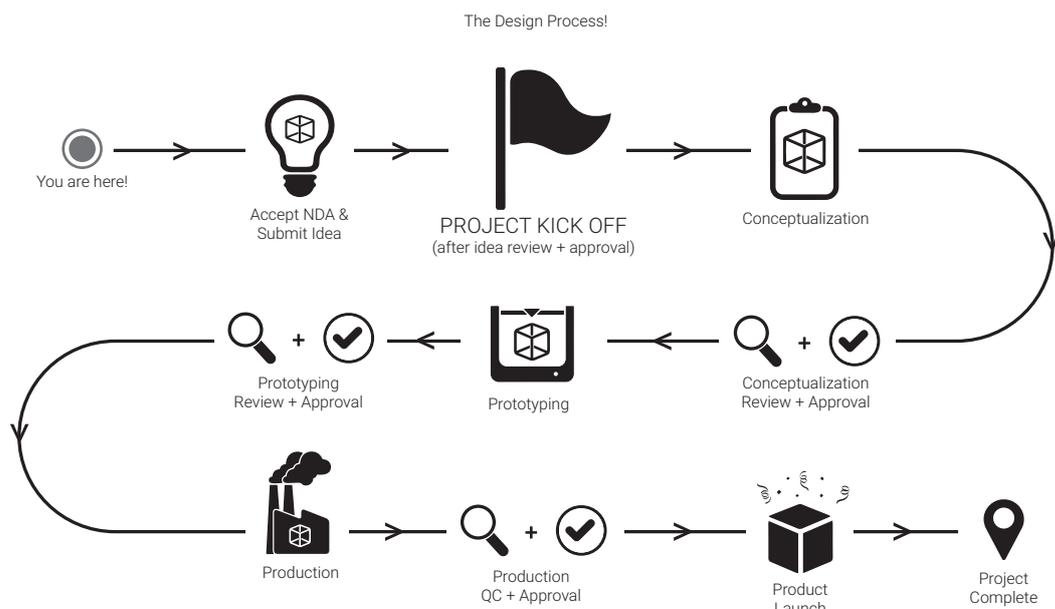
Gemklip invites you to design a Simple, Different and Inspiring solution that aims to address this opportunity and positively impact vloggers - aspirants, hobbyists & professionals alike.

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 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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