



1] Team Leader Name :

Team No.:

2] Team Members

Name	Skills and Competencies They Bring On Board

3] What is Design Thinking?

Step 1 : _____

Step 2 : _____

Step 3 : _____

Step 4 : _____

Step 5 : _____

4] What is Brainstorming? (5 rules of Brainstorming)

5] Draft a WIN WIN Agreement with your Team Members/ Partners. Download the Win Win Agreement Template from : <http://bit.ly/tgeswinwinagreement>

6] List all the Problems you would like to solve.

7] Choose top THREE Problems and list all the ideas for solving that problem.

Problem	Ideas to solve them

8] Identify Categories in which your innovation falls

- **Micro Level :**

Solves the individual or group of individual's problems. For example, devising a floor cleaning machine for maids or a stick which will help the elderly persons walk better. Usually, these kind of innovations are based on observation from your surrounding area like school, Household or surrounding area

- **Macro Level :**

Solves the problems at Community level e.g. Solution for water clogging on certain areas in your city or a solution for protecting houses from earthquake

- **Global Level :**

Solves the problems at Global level. Eg. Product that can elevate help poverty around the world. UN SDGs will be the guiding force in this category.

- **Jugaad Level :**

Jugaad is word used to Frugal Innovations'. It involves innovations which are solving the problems in the most cheaper manner. Usually these types of innovation use the recycled material for their innovation.

9] Identify who is your Target Customer?

Target Customer is the person whose problem you are solving and will be willing to pay you for the same.

1	
2	
3	

4	
5	
6	

10] **Interview** two target Customers to understand the problems from their perspective.

11.1] Target Customer Name :

Interview – Actual Need Identification	Feedback on your solution

11.2] Target Customer Name:

Interview – Actual Need Identification	Feedback on your solution

13] Resources Needed for Developing the Prototype.

No.	Particulars	Estimated Cost

14] Pricing Decision.

How will you arrive at the cost of the product? What will be your profit margin? What will be your final Selling Price?

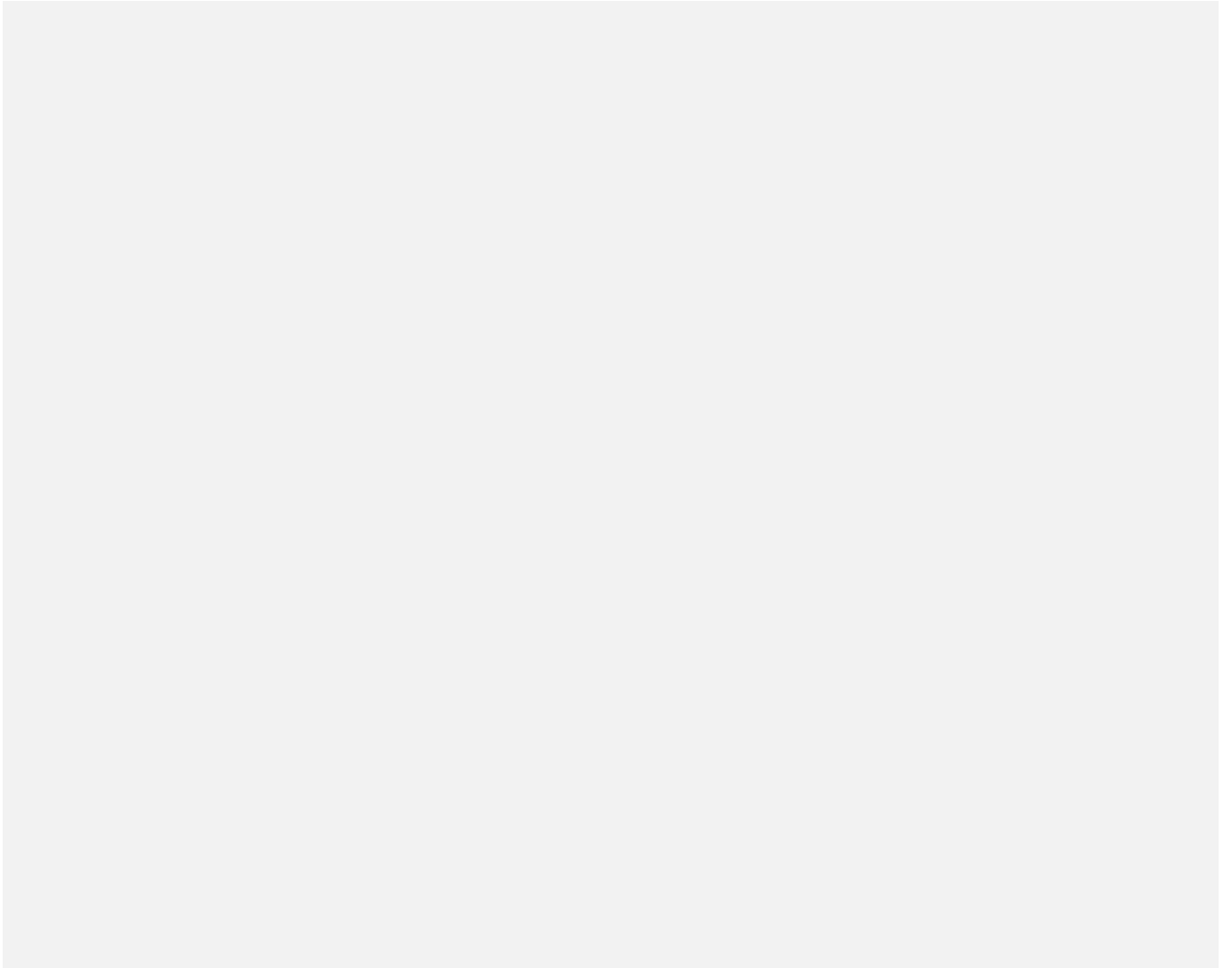
Cost Price	:	
Profit Margin	:	
Selling Price	:	



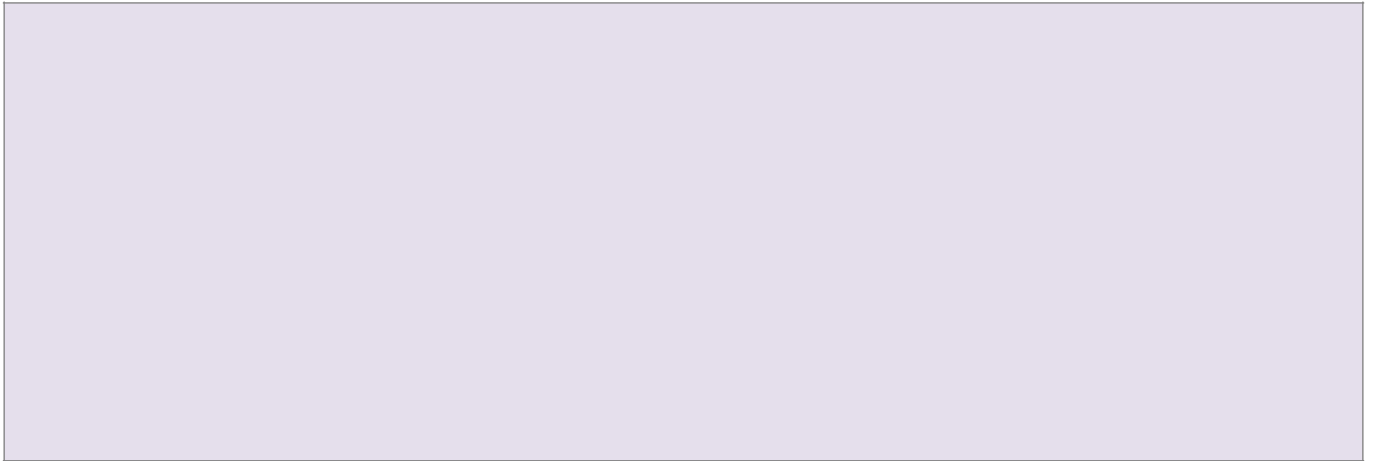
15] Justify your price keeping in mind your target audience.

Marketing Plan

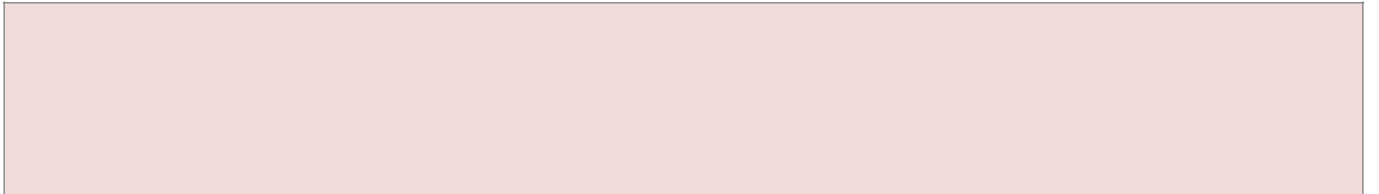
16.1] Logo For The Product/ Company : Rough Design



16.2] Final Version of Logo



16.3] What does your Logo depict? Explain the meaning of your logo.



17.1] Rough Script

17.2] Final Script for Radio Jingle

17.3] Resources Needed for Radio Jingle

17.4] Click on the Link : Studio.

to book time for Recording Jingles at TGES

18] Television Commercial (TVC)

18.1] Rough Scripts

[illegible]

18.2] Final Script of TVC

18.3] Resources Needed for TVC

No.		Responsibility
1		
2		
3		
4		
5		

Deadline : _____

20] Presentation

<p>Title</p> <div></div> <p>Slide 1</p>	<p>Team Members</p> <div></div> <p>Slide 2</p>	<p>Problem Definition</p> <div></div> <p>Slide 3</p>
<p>Target Customers</p> <div></div> <p>Slide 4</p>	<p>Innovative Product Solution</p> <div></div> <p>Slide 5</p>	<p>Demo Video</p> <div></div> <p>Slide 6</p>
<p>Logo & its meaning</p> <div></div> <p>Slide 7</p>	<p>Radio Jingle</p> <div></div> <p>Slide 8</p>	<p>TVC</p> <div></div> <p>Slide 9</p>

Customer Feedback



Slide 10

Judges Feedback



Slide 11

Thank you



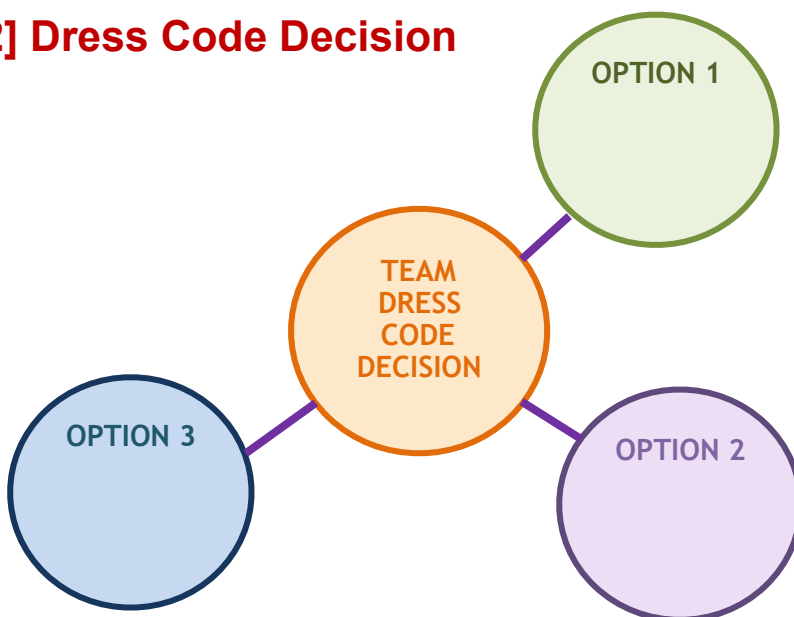
Slide 12

Deadline : _____

21] Customer Feedback Video (15 Seconds each)

Customer 1 – Questions	Customer 2 - Questions

22] Dress Code Decision



Decision : _____

Reasons for choosing this Dress Code

23] PRESENTATION

23.1] Book your Presentation Slot : _____

23.2] Presentation Script :

Slide No.	Script	Speaker	Duration
Slide 1 Title			
Slide 2 Team Members			
Slide 3 Problem Definition			
Slide 4 Target Customers			
Slide 5 Innovative Product Solution			
Slide 6 Demo Video			
Slide 7 Logo and Its Meaning			
Slide 8 Radio Jingle			
Slide 9 TVC			
Slide 10 Customers Feedback			

Slide 11 Judges Question Answer			
Slide 12 Thank You			
TOTAL DURATION			15 MINUTES

Total Duration : 15 Minutes

24] Business Plan Template

Team Member

No.	Name
1	
2	
3	
4	
5	

Q.1 What Problem are you solving?

Q.2 What is your innovative idea? What makes it unique?

Q.3 Who is your largest audience?

Q.4 Who are your direct/indirect competition?

Q.5 How will you reach your target audience? What would be your marketing activities?

Q.6 a.) At what price will you be selling the product? b.) How did you arrive at this cost? c.) What will be your margin of profits?

Q.7 How many units will you produce & expect to sale in year 1,2 and 3? Have you done any demand analysis?

Q.8 If you have to start this business, how much fund you will require? Please show the cash flow projections?

Q.9 Please explain your human resource requirements?

Q.10 What are the other resources will you need in order to run this business?

25] On the Day of Presentation

Things to Carry	Responsibility

25.1] Other Responsibility

About us	Problem Solving	Marketing Plan	Contact us
Team	Problem	Logo	
Mission and Vision Statement	Target Customer	Radio Jingle	
	Innovative Product Solution	TVC	
	Demo Video	Social Media	
	Business Plan		
	Customer Feedback		

27] What did we learn as a Team?

