

STAGE 3

TASK 1 – Business Quest Challenge

OBJECTIVE – This is a challenge where you have to identify a genuine problem faced by businesses and develop a product or service-based solution, either by conducting surveys, research, etc. This task will help you apply design thinking, problem-solving skills, creativity, and the ability to propose practical solutions to real-world business challenges.

GUIDELINES -

- This Task is for 100 points.
- All submissions should be in PDF format, with the file named "<Team Name> | | STAGE 3 | | Task 1."
- Once submitted, the work is considered final; resubmissions are not allowed.
- The decisions made by the organizing team are final and binding.
- Google form link will be provided submit your work over there.
- In case of technical difficulties during the submission please contact us immediately.
- Judging Criteria - All points from the Problem Statement should be covered.
- **DEADLINE** – 13/1/2024 (Until 9 am, all tasks should be submitted. After 9 am, no submissions will be accepted.)

DETAILS ABOUT THE TASK-

1. Do research, surveys and identify a problem.
2. Once you have identified the problem do thorough research on it and understand it that a genuine problem once you are sure, come up with a solution.

3. Solution Document - Format has been given below, in that format only you have to submit your solution.
4. You can use Google/Firefox/YouTube for research purpose.
5. Once you are done with the solution convert it into pdf format and submit your work via Google form.

GOOGLE FORM LINK- <https://forms.gle/kkYdZg2pKs5sdpyR6>

Solution Document – FORMAT

1. **Team Name:** [Your Team Name]
2. **Team Members:**
 - [Team Member 1]
 - [Team Member 2]
 - [Team Member 3]
3. **Date:** [Date of Submission]
4. **Problem Identification:**
 - a. **Description of the Problem:** Clearly define the business problem you have identified.
 - b. **Research and Data:** Provide insights from surveys, research, or any other data sources that support the existence and significance of the problem.
 - c. **Stakeholders Affected:** Identify and briefly describe the stakeholders impacted by the problem (e.g., businesses, customers, suppliers).
5. **Solution Proposal:**
 - a. **Product/Service Overview:** Briefly describe the product or service you propose to address the identified problem.
 - b. **Key Features:** Outline the key features of your product or service.
 - c. **Implementation Strategy:** Describe how you plan to implement your solution.
6. **Innovation and Creativity:** Highlight any innovative or creative aspects of your proposed solution.
7. **Feasibility:** Discuss the feasibility of implementing your proposed product or service, considering factors such as cost, technology, and resources.
8. **Potential Impact:** Explain the potential impact of your solution on addressing the identified problem and benefiting stakeholders.

9. **Challenges and Mitigations:** Anticipate potential challenges in implementing your solution and propose mitigations.
10. **Conclusion:** Summarize the key points of your problem identification and solution proposal.
11. **Additional Documentation (Optional):** Include any supporting documents, diagrams, or visuals that enhance your submission.

TASK 2: Ad-Campaign Challenge

OBJECTIVE – This is a challenge where you have to come up with an Ad Campaign for your product/ service (that you proposed in the earlier task). This will help you to develop strategic marketing, creative communication, and project management and many more skills.

GUIDELINES -

- This Task is for 75 points.
- Once submitted, the work is considered final; resubmissions are not allowed.
- The decisions made by the organizing team are final and binding.
- Google form link will be provided submit your work over there.
- In case of technical difficulties during the submission please contact us immediately.
- DEADLINE - 13/1/2024 (Until 9 am, all tasks should be submitted. After 9 am, no submissions will be accepted.)
- But the condition is that atleast 3 team members should be a part of the Advertisement.

DETAILS ABOUT THE TASK-

1. Design an Ad Campaign for the product that you proposed in the previous task.
2. Then draft that script into a Word document and submit it via the Google form or else you can create a small video also.

GOOGLE FORM LINK- <https://forms.gle/M3vP8LG96tbkjHjc7>

Reference of an ad campaign -

- https://youtu.be/IQovoot_ZUM?si=7yuLzwDo0QWSGjaN
- <https://youtu.be/4f3VHbNUejs?si=OTXHdxiEkMmZhmpn>
- <https://youtu.be/ooQA94UTk5k?si=aGKEqbddYhjGTyW8>