

Project Design Phase-I
Proposed Solution Template

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| Date | 02 November 2023 |
| Team ID | E6E1DFAC303A3A4B69045A752716115D |
| Project Name | How to Create a Brand Promo Video Using Canva |

Proposed Solution Template:

| S.No. | Parameter | Description |
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| 1. | Problem Statement (Problem to be solved) | <ul style="list-style-type: none">❖ Many businesses and individuals lack the knowledge and skills to create compelling brand promo videos.❖ The project aims to address this problem by providing a comprehensive guide on using Canva to create effective brand promo videos, empowering users to boost their marketing efforts. |
| 2. | Idea / Solution description | <ul style="list-style-type: none">❖ The solution involves creating a step-by-step tutorial and guide that educates users on using Canva, a popular design tool, to create engaging brand promo videos. It covers everything from account setup to exporting the final video. |
| 3. | Novelty / Uniqueness | <ul style="list-style-type: none">❖ The uniqueness of this solution lies in its focus on using Canva, a widely accessible and user-friendly tool, to create brand promo videos. It simplifies the process and makes it accessible to a broad audience. |

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| 4. | Social Impact / Customer Satisfaction | <ul style="list-style-type: none"> ❖ Empowering businesses and individuals to create professional brand promo videos can lead to improved online marketing and branding, potentially boosting their success. ❖ Users will find value in a free and accessible resource that enhances their marketing capabilities, leading to higher satisfaction. |
| 5. | Business Model (Revenue Model) | <ul style="list-style-type: none"> ❖ The project doesn't rely on a direct revenue model, as the primary goal is to provide educational content for users. However, potential revenue streams could include affiliate marketing with Canva or offering premium templates, guides, or consulting services related to video creation for a fee. |
| 6. | Scalability of the Solution | <ul style="list-style-type: none"> ❖ The solution is highly scalable as it is digital and can be accessed by a global audience. It can be expanded to cover advanced topics, offer additional resources, and reach a broader user base over time. |