

**Project Design Phase-I**  
**Proposed Solution Template**

Date	3 NOV 2023
Team ID	NM2023TMID02789
Project Name	How to create a brand promo video using Canva
Maximum Marks	2 Marks

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	In the realm of digital marketing, businesses face the challenge of creating compelling and visually appealing brand promo videos that resonate deeply with their target audience. The problem lies in the complexity and time-consuming nature of video production, often requiring specialized skills in video editing and design.
2.	Idea / Solution description	Our innovative solution aims to empower businesses, entrepreneurs, and individuals with a seamless and user-friendly method to create captivating brand promo videos using Canva, a popular and accessible graphic design platform.
3.	Novelty / Uniqueness	Our approach to creating brand promo videos using Canva introduces several novel and unique features that set it apart from existing solutions in the market. These innovative aspects redefine the way users interact with Canva for video creation, ensuring a distinctive and superior user experience.
4.	Social Impact / Customer Satisfaction	Creating brand promo videos using our specialized Canva tool can have a significant positive social impact by democratizing access to effective marketing tools.
5.	Business Model (Revenue Model)	Our business model for creating brand promo videos using Canva revolves around providing a freemium subscription-based service, offering users a range of features and benefits tailored to their specific needs. Here's a breakdown of our revenue model.

6.	Scalability of the Solution	Our solution for creating brand promo videos using Canva is designed with scalability in mind, allowing it to handle increasing demands, users, and features seamlessly. Here's how the solution achieves scalability.
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