



INVENTION DISCLOSURE FORM

1. Particulars of Inventors

Mr./Ms	Name (Full)	Department	Designation	Mobile No.	Email	Postal Address
Mr	Bosu Sai Sree Ram Charan. K	CSE	Student	82950595 89	bosu.sai.16s@bml.edu.in	BML Munjat University, national Highway 8 67 KM Milestone, Gurgaon, Haryana 122413

2. Provide a brief descriptive title of the invention:

City level Advertisement website only for local vendors of that city with innovative strategies to increase website traffic for advertising their business and products to citizens of city.

3. In 50 words or less, please provide an abstract or summary of the invention:

If enterprise advertisements aim at selling products, it would cause less critical concern, but it sells dreams and ideal ways of life. The main idea of innovation is developing web application and mobile application (Android and iOS) for advertising business of local city vendors, events in cities and launch of new products in city. This website is specific to each city. The website offers various services and adopt various strategies to attract people to visit website.

4. Status of Patent :(if the application already filed, Application No. with Date, Please enclose a copy of Patent Application/ (Provisional/ Complete Specifications) as filed)

Provisional filing with application no—

No previous patent is submitted on this from my side.

5. State the problem or problems that motivated or required a solution provided by this invention, also list the specific problem which your invention is solving:

Advertising an enterprise ,newly launched business ,new product has a measurable impact on the growth of businesses and products. Now let's investigate advertising strategy used by local vendors in small and medium scale cities to advertise themselves. The only available source of advertising is either local tv channel, or distributing pamphlets in daily newspaper or through an advertisement boards and flexes on roads etc. Each of these strategies have their own drawbacks. Let's investigate them.



1. Everyone in city may not have local TV connection, because some of them may be using dish TV connection and it is not guaranteed that everyone will watch all television advertisements.
2. It is not feasible to provide complete information about products or about local business or events being conducted in city local television channel or on newspaper, pamphlets etc.
3. Everyone need not to buy daily newspaper and even if they buy also all the readers may not read advertisement section.
4. Everyone need not be educated enough to read advertisement on pamphlets and advertisement boards.
5. Lot of money need to be spent on printing flexes, pamphlets, advertising boards, because the products, offers, prices and lot of things keeps on changing periodically.
6. It is known to everyone how pamphlets are used in houses they are just used for household chores.
7. Most of the businesses hire people on part-time basis to distribute pamphlets on road, but only little attention is paid by the footpath walkers to them.
8. Many events are conducted across the city throughout the year be it like devotional, political, DJ parties etc. But all people cannot attend the event.
9. There is no intermediate online platform for selling tickets of various events that are taking in cities in most of cities.
10. It provides details of each vendor including phone numbers, email, address, holiday days, route map, shop closing and opening timings etc.
11. Users can give review and ratings for business.

Some of the above-mentioned things may not be considered as a problem but has some drawback associated with them in existing solution.

6. Please provide a detailed explanation of how this invention solves the problem(s).

In your description, include links to relevant online documents or figures including at least one drawing. All the description of the drawing with numbering must mentioned in the detail.

The main idea of innovation is developing web application and mobile application (Android and iOS) that is specific to each and each city. Through this web and mobile application local vendors can advertise their business and products and about any event that is planned to organize in city in the both video and images forms. Now the question that comes is how to attract the people of city to visit website, so that they see advertisements.

1. We provide live of all social events taking place in cities.
2. we act as platform of selling event tickets taking place in city.
3. we host several games in websites and mobile application for the users to play and the user with highest score will be given gifts that are most commonly used in house(ex: curtains, water bottle sets, fridge covers).
4. we do provide a door delivery of various things and the top 20 users who availed this service will be given gifts.
5. we provide various services ranging from small mason works to electric, plumbing carpentry etc.
6. Telecast of daily city news.
7. The main idea of this website and mobile application is advertising local vendors business in video and pictures forms by attracting local citizens through various strategies as discussed above and may other.
8. As this website being specific to every city, we can have flexible in modifying website as and when needed and can be
9. Live chat facility between user and customer care and vendors depending upon the availability of vendors.
10. Finally, this website is for the local people, so that this website can be directed to attract local people through various services and giving gifts in various forms depending upon their eligibility decided by our enterprise.



7. Have you conducted Primary Patent Search? Yes / No (if yes, attach the patent search report)

No.

8. Existing state-of-the-art: (Brief background of the existing knowledge.)

Already provided.

9. List out the known ways about how others have tried to solve the same or similar problems? Indicate the disadvantages of these approaches. In addition, please identify any prior art documentation or other material that explains or provides examples of such prior art efforts.

S. No.	Existing state of art	Drawbacks in existing state of art	Overcome
1	Advertising through local channel and pamphlets etc.	Already discussed.	Already discussed.
2	Justdial app they are providing details of each vendor on image format.	I think this cannot be used for entirely advertising businesses at local city level. And user visits only when they require particularly information. Many people may not be aware of this website.	Already discussed

10. List the Technical features and Elements of the invention.

This idea implementation is mainly Website and mobile application (Android and IOS).

- 1.Secured Data Storage System.
- 2.Server for hosting website.
- 3.Front-end development programming languages.
- 4.Back-end development programming languages.
- 5.SEO.
- 6.Securtiy Systems.
- 7.Application development technologies (XML ,Java, Kotlin etc.)

11. List out the features of your invention which are believed to be new and distinguish them over the closest technology.

According to me this is not entirely new invention, but the scale ,the way, and the area where this innovation is being executed is making different from other existing innovation. there are many advertising agencies at present, but none of them aims at advertising in small and medium size cities and the strategies used by me for increasing website traffic is different. After discussing with experts many new innovative features can be added so that citizens of respective cities will use this website, so that large population can see advertisements.



The new thing in this innovation is website is specific to every city and strategies to attract people to visit website and live telecast of events and giving gifts.

12. Are there alternative ways of implementing your invention that is different from what you have disclosed? Specifically, if someone knew of your solution to the problem you solved (Question 3), would it be easy for them to come up with an alternative solution to the same problem that did not include your invention?

Please explain:

No, according to me there could be no other way of implementing this innovation other than existing strategy for advertising local vendors businesses or products that may innovation is addressing.

But some may adopt some other strategy for attracting people to visit websites, but I feel after discussing with experts of this field we can block all the ways of attracting people to greater extent.

13. Has the invention been built or tested or implemented? If so, please provide the particulars of the first time it was successfully built or implemented (when, where, by whom, and evidence of this event including written or on-line pointers to documentary evidence):

No. It is in ideation process.

14. Briefly state when and how you first conceived this idea?

Last, month I observed that our house cleaner is asking my mother pointing to some new thing that we bought last day when that product is launched in our city, I felt wondered because I had seen lot of advertisements about that product in our local TV channel and newspaper. but later I realized that she is not having tv in her house and she even can't read newspaper, but to my greatness I saw that her son is using smartphone playing games, watching YouTube videos. At that instant, I got this idea of having city level website for advertising local business and new products that are launched in small and medium scale cities.

15. Please provide the names of products that the invention is, or will be used in (if any): 1. Primary product invention is used in; 2. Other products invention may be used in:

Vendors can use the reviews and ratings to develop business.

16. Have you sold, offered for sale, publicly used, or published anything related to this invention? If yes, please briefly explain the dates and circumstances. List those individuals to whom you have revealed your invention. Were non-disclosure documents signed prior to disclosure in each case? Please state any deadlines of which you may be aware for filing an application on this invention.

No, I did not disclose my idea with any one. I have no idea about any deadline in regard this kind of invention

17. Additional comments by inventor:

I hope this can have large impact on people in city and the way advertising is done.

This is somehow different from just dial.

This also can be implemented in big cities like Gurgaon, Bangalore by dividing city into sectors of predefined radius.

Commented [BS1]: