

## Project Design Phase-I

### Proposed Solution for creating Brand Promo Video using Canva

#### Proposed Solution:

S.NO.	PARAMETER	DESCRIPTION
01.	Problem Statement	The need for businesses to create engaging and professional brand promo videos.
02.	Idea / Solution description	A web-based platform using Canva's design tools to easily create customized brand promo videos.
03.	Novelty / Uniqueness	Integration of Canva's design capabilities with video creation for a user-friendly, all-in-one solution.
04.	Social Impact / Customer Satisfaction	Empowering businesses to craft eye-catching videos, increasing their online presence and customer engagement.
05.	Business Model (Revenue Model)	Freemium model: Free basic service with premium features subscription. Additional revenue through stock media sales.
06.	Scalability of the Solution	Highly scalable as it leverages Canva's user base and technology. Can expand features and resources as needed.

#### Solution Architecture:

