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| Team Name |  |
| University |  |
| Mobile Application Name |  |

1. **Problem Definition, Analysis and the Solution**

Provide a brief introduction to the domain, the problem and the context that your product will address. Provide a qualitative and quantitative analysis emphasizing why your product is significant as a solution to the problem. State how you are going to apply the solution to the real world. [1/2 page – 1 page]

1. **Product Overview and Uniqueness of the Product**

Brief description about the proposed product, give a clear picture of the product providing key features. Provide details about similar products in the market and state how your proposed product is unique in terms of functionality, applicability and accuracy compared to other similar products.

1. **Business Model and Marketing Plan**

State Business viability and Economic feasibility of the proposed product, necessary marketing and business strategies followed or planning to follow. Forecast how your product will reach success in next 5 years

1. **Technical Overview and Implementation**

State Technologies/Platforms/APIs and methods used or planning to use for your proposed product implementation, development plan of the product highlighting necessary development stages in brief. State the planned methods of deployment.

1. **User Scenario**

State how an average consumer consumes your product in a specific situation.

1. **Team Details**

Please provide necessary details of your team. All fields including photographs are required.

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