Project Design Phase-I
Proposed Solution Template

Date	02 Nov 2023
Team ID	NM2023TMID0438
Project Name	CREATE A BRAND PROMO VIDEO USING CANVA

Proposed Solution:

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

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Businesses, particularly small and startup enterprises, face challenges in creating effective brand promo videos due to the complexity and cost associated with traditional video production methods and the lack of user-friendly video editing tools.
2.	Idea / Solution description	The proposed solution involves harnessing the power of Canva, a user-friendly graphic design and video editing platform. Canva offers a comprehensive library of templates, design elements that streamline the video creation process. Users can easily customize these templates, adding text, images, animations, and music to create professional brand promo videos, making it an efficient and cost-effective solution.
3.	Novelty / Uniqueness	What sets this solution apart is its combination of graphic design and video editing capabilities in a single, accessible tool. Canva's intuitive interface and vast library of resources allow users to create brand promo videos without requiring specialized skills or high costs.
4.	Social Impact / Customer Satisfaction	This solution empowers businesses of all sizes to enhance their digital presence and connect with their audience through visually captivating brand promo videos. By simplifying the video creation process, it has the potential to increase customer engagement and satisfaction by delivering compelling video content.
5.	Business Model (Revenue Model)	The revenue model can include a combination of free and premium subscription plans, with premium plans offering advanced features, additional templates, and premium assets. Alternatively, a pay-per-use model for specific video elements or features can be explored. Additionally, Canva could consider offering partnership and white-label solutions for businesses.
6.	Scalability of the Solution	Canva's web-based platform is inherently scalable and accessible to users worldwide. It can accommodate a wide range of users, from individuals to large enterprises, leveraging its global user base to support its scalability across diverse market segments.