



Instructions for Quarterfinal Submissions

- Each Team has to mandatorily submit **2 videos (Business and Technical)** as part of their Quarterfinal submission.
- **Teams are free to publish their YouTube Videos as “Unlisted” or “Public”**
- Please note the Timelines for the Quarter finals Video Submissions.

Quarterfinals Interim Submission	25-Feb-19	Google form link will be shared by the Coordinator to submit the Interim Video s
Quarterfinals Final Submission	31-Mar-19	Videos should be uploaded on Mygov portal

A. Video Content

Video 1: Discussing the business aspect (Video Length: 5 minutes maximum)

Teams must strictly follow the below structure

Time Stamp	Section	Content to be covered
1 st minute	Introduction	Give a creative introduction to the problem your team is trying to address
2 nd minute	Product Pricing	<ul style="list-style-type: none"> • What is the price point that you intend to sell your product at? • What drive your decision to price it at this specific price point? • How did you arrive at your pricing?
3 rd minute	Product Differentiation	<ul style="list-style-type: none"> • Who is your closest competition? • How is your product different from existing solution(s)? • Why do you think the differentiation would be valuable to the customer?
4 th minute	Product Awareness	<ul style="list-style-type: none"> • How would your customers know you exist? Where would you communicate your value add? • How much do you intend to spend on creating this awareness? • Where would you approach to create awareness about your product?

5 th minute	Distribution Strategy	<ul style="list-style-type: none"> • How do you intend to get your product to its potential customers? • What value does your distribution intermediary offer? • What portion of your product price would be the distributor's commission?
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Video 2: Product Demonstration & Customer Feedback (Video Length: 3 minutes maximum)

Teams must strictly follow the below structure

Time Stamp	Section	Content
1 st & 2 nd minute	Introduction and Product Demonstration	<p>Give a creative introduction to the problem your team is trying to solve</p> <p>Start with a list of TI & non-TI parts. Do not talk about any of the components – just list them. Do not spend more than 10 seconds on this.</p> <p>Showcase the product in action in actual real world scenario.</p>
3 rd minute	Customer Feedback	<p>Get real time feedback from customers who have used your product.</p> <ul style="list-style-type: none"> • Please do not include friends/family/close Associates as customers for getting feedback. Feedback has to be authentic

B. Video Quality

1. Do **NOT** use a MOBILE CAMERA to record the video, unless you are sure of getting high quality results.
2. Record the video in a neat environment – no clutter!
3. Do **NOT** record the video in noisy environment! Ensure **NO** background noise.
4. Make sure that there is **ample light** before you shoot the video.
5. Hold the camera still while recording the video.
6. Edit the video properly before uploading and ensure **good audio** and **video quality**
7. Keep the duration of the videos as highlighted above.
8. The video must be uploaded onto YouTube with following naming convention
 - Video 1: ***IICDC 2018 – Team <team ID> - Quarterfinal Submission – Business***
 - Video 2: ***IICDC 2018 – Team <team ID> - Quarterfinal Submission – Technical***

C. Video – Do's and Don'ts

Do's

1. **Strictly follow the format for the videos as defined in section A. Any deviations might result in incorrect evaluation and low scores.**
2. Prepare a script for both the videos before recording.
3. Rehearse your video script before you start shooting the video! Do not shoot without preparation
4. Ensure clear audio and video quality for both the videos
5. Begin both your videos with an image which clearly shows
 - a. Name of the contest:

*DST & Texas Instruments India Innovation Challenge Design Contest
2018 Anchored by IIM Bangalore*
 - b. Title of your project
 - c. Your college name and logo
 - d. Contest Logo unit which is available for download from [here](#)
 - e. Team Member names and the name of your mentor(s)
6. Use block diagrams, illustrations for explanation, when necessary.
7. Ensure that your product prototype uses a PCB implementation.
8. Package your prototype neatly.
9. Consider the use of **sub-titles** especially if the customer speaks in a local language/ as per your discretion.
10. Ensure your team meets the criteria of usage of TI and non-TI parts as listed below.

- a. **3 TI Analog ICs, or 2 TI Analog ICs & 1 TI Embedded Processor**

11. Teams will be **DISQUALIFIED** if they fail to meet the below criteria

- a. Teams are not allowed to use a **non-TI embedded processor** in their prototype.

Don'ts

1. Avoid giving a lot of theoretical background.
2. **Do not** showcase your prototype using breadboard. **Breadboard implementations** will not be considered for further rounds
3. There is **no** need to show the software code/flowchart.
4. Be careful not to violate copyright when using background music. You are welcome to compose your own music, if it is necessary.