Project Team Briefing
30% weightage for course
19th Aug 2024

What is the Project?

Your task as a Project team is to come up with an idea that addresses a problem/ opportunity .

You will work on this idea with the learnings from ENT 603 and present in 3 phases

- Your team idea
- Customer Discovery Presentation encapsulating learnings
- Comprehensive Business Plan presentation.

- **Some Dates & Evaluations**

	Date	% Evaluation
Idea Presentation	9th Sep	5%
Customer Discovery Presentation	19 – 20 Oct	10%
Business Plan Presentation	7th Nov	15%

Project Team Formation : Not filled Domain Preference

Not filled the Domain Google form

#	ID	Name
1	21D110003	Gami Krina Bharat Usha
2	22B1030	Kajjayam Varun Guptha
3	22B1821	Kshitij Kumar
4	22B1842	Sachin Yadav
5	22B2137	Shashant Jindal
6	22B2171	Vidyanand Kumar
7	22B2241	Sourabh Kumar Mandal
8	22B2484	Lokery Vaishnavi
9	22B4223	Gada Siddhant Dilip
10	22B4225	Prasan Das
11	23B0076	Rahul Lalmohan Singh
12	23B0310	Sneha Mane
13	23B0358	Diggaj Maheshwari
14	23B0373	Krishna Gahlod
15	23B0388	Mohammad Hasaan Naurez
16	23B0680	Shinde Anand
17	23B0686	Praveen Kumar
18	23B0729	Jinay Kishore Vora
19	23B2123	Prateek Kumar Behera
20	23B2178	Mihir Gajanan Wani
21	23B2196	Priyanshu Sengar
22	23B2257	Sandhita Das
23	23B2288	Chavan Soyam Sunil
24	23B2496	Rudraksh Sharma
25	23B2514	Veer Vishal Lohia
26	23B2525	Vaghasiya Dhruvam Bharatbhai
27	23B2712	Chaitanya Jayant Deshkar
28	23B2734	Mrinalini Bishnoi
29	23B3006	Tarun Rawat
30	23B3020	Omshiva Balraaj Kotkar
31	23B3902	Mahima Anil Singh
32	23B3904	Viswa Teja Gannu
33	23B3920	Chandak Khushi Chetan
34	23B3932	Soma Harsha Nagamani Vardhan
35	23B3933	Mridul Choudhary
36	23B3943	Jayesh Verma
37	23B3946	Patil Ved Vijay
38	23M0139	Jagruti Mahendra Patil
39	24D0302	Kedare Tanvi Balakrishna
21	23B2196	Priyanshu Sengar

1. **Team Assembly:**
    - Assemble teams comprising of 7 members.
    - One from each team has to take up the responsibility of being the Point of Contact (PoC) for TA / Course Coordinator

2. **Team Selection:**- Domains are available for you to select your team members from.
    - You have to form your teams by selecting all members from the same Domains. Domain Details (based on your responses) will be available at link https://docs.google.com/spreadsheets/d/1a3xG2BYAP5QJSSWouyn4J5BKZGfp7EhS4PcpoACgeqQ/edit?usp=sharing, make sure to check this regularly so that there is no person who is a part of more than 1 team.

Project Team Formation

3. **Google Form Submission:**
- The Point of Contact is responsible for filling out the Google Form (Will be provided soon).
- Input your WhatsApp number, Gmail address, and the details of your 7 teammates.
- Also think of a relevant team name for your team and a short description of the idea.
- Complete the Google Form by **11:59 pm on August 29ᵗʰ, 2024.**

4. **Initial planning:**
- Each of the teams will be allotted a TA who will be your first point of contact
- You are expected to regularly stay in touch with your TAs and keep them update about developments.

Some Important Dates

- 29^h Aug : Team Formation

- 8th Sep : Upload your 3 slide deck , 11:59 pm

- 9th Sep : 7 to 830 pm : Presentations

- Sep to mid-Oct : Customer Discovery and Solution Detailing

- 19th - 20th Oct : Presentation / Viva (Specific slots will be provided)

- Mid Oct to Early Nov : Product Detailing POC , Go To Market , Business Plan

- 7th Nov : Business Plan Presentation

IDEA Presentation : 9ᵗʰ Sep

The presentation structure is as follows:
  - **Slide 1**: Clear articulation of the identified problem your team intends to tackle.
  - **Slide 2**: Describe a potential solution - how you think this problem can be tackled.
  - **Slide 3**: Why Us ? Why Now - Introduce your team members and why you are interested in this particular problem

- The presentation duration must not exceed **3 minutes**. You will be given warning at balance of 30 seconds and then cut off. Jury members will ask a question / make a comment.

IDEA Presentation to be uploaded by **8ᵗʰ Sep, 11:59 pm**

Guidelines for Problem / Idea

1) **Problem** that you choose should not be an extensively solved problem. Pls check before submitting   (Burning Need, Large Opportunity, Why You)
2) The **Solution** needs to be novel, differentiated even if it has been solved in a different way earlier. It needs to address a **specific customer segment**. Pls check
3) Solution should be **tech-enabled, tech-focused** (No platform ideas – unless Nuanced / Hatke)
4) **Customer Discovery** for understanding the problem / solution space should be possible in the 40 days available to teams. For B2C ideas, the team should have interviewed around 20 customers. For B2B ideas, the team should have interviewed at least 5 customers / stakeholders.

- **Problem Articulation (2 marks)**
  - **From the problem statement, can you easily make out who the customer segment is that the team is targeting ?**
  - **Does the problem seem worth addressing from the lenses of "undersolved", " burning /unmet / critical / large / relevant need**
- **Potential Solution Articulation (2 marks)**
  - **Does the solution come across as tech-focused, tech-enabled ?**
  - **Does the solution come across as novel, differentiated**
- **Why Them ? Why Now (1 mark)**
  - **Is the Sector relevant in the current context of the world / India and its challenges ?**
  - **Does the team sound excited / inspired by the problem and desire to solve it**