

Project Design Phase-I
Proposed Solution

Date	Nov 1
Project Name	How to Create Brand Name, Brand Mail and Brand Logo in Canva

Proposed Solution :

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Many individuals and businesses face challenges when it comes to creating a compelling brand identity, including a brand name, brand email, and brand logo. They often struggle with the creative and technical aspects of this process, which can hinder their ability to establish a strong and memorable brand presence. They need a solution that simplifies the creation of these essential brand elements, making it accessible and user-friendly for individuals and small businesses with limited design expertise.
2.	Idea / Solution description	Our solution seamlessly integrates brand name, brand mail, and brand logo creation into Canva. It features a brand name generator, domain-compatible brand email setup, and an AI-powered logo creator, all within Canva's user-friendly interface. Guided tutorials and centralized brand asset management ensure brand consistency. We offer both free and premium plans, making it accessible for individuals and small businesses, reducing the need for costly branding agencies. This all-in-one branding tool simplifies the process, enabling users to establish a memorable and professional brand identity effortlessly.
3.	Novelty / Uniqueness	The novelty and uniqueness of our solution lie in its comprehensive integration within Canva. No other platform offers a combined solution for brand name generation, brand mail setup, and logo creation, all within a single, user-friendly environment. The brand name generator employs linguistic analysis and domain availability checks for brand names, ensuring practicality. The inclusion of brand mail creation with domain linkage simplifies professional communication. Moreover, the AI-powered logo creator, combined with Canva's design prowess, provides a holistic approach to brand identity. The central hub for brand asset management and guided tutorials further distinguish our

		solution, offering an all-in-one, accessible, and affordable branding solution not found elsewhere.
4.	Social Impact / Customer Satisfaction	Our solution has a significant social impact by democratizing branding, enabling individuals and small businesses to establish their brand identities effectively. It reduces the financial burden of hiring branding agencies, making branding accessible to a wider audience. This inclusivity fosters entrepreneurship and innovation. Customer satisfaction is enhanced through user-friendly, integrated tools, guided tutorials, and centralized brand asset management, streamlining the entire process. Users find convenience and cost-efficiency in our platform, leading to increased customer satisfaction. Ultimately, it empowers users to create strong, memorable brand identities, contributing positively to their success and the entrepreneurial ecosystem.
5.	Business Model (Revenue Model)	Our revenue model for this solution consists of a freemium subscription system. Users can access basic features for free, but we offer premium subscription plans with added benefits. Premium subscribers gain access to advanced branding tools, a larger library of design assets, priority customer support, and the ability to link multiple brand emails. We also generate revenue through domain registration services, partnering with domain registrars. Additionally, we offer custom branding consultancy and design services for those seeking professional assistance. These diverse revenue streams ensure sustainability and continued development of the platform while keeping essential branding tools accessible to a wide range of users.
6.	Scalability of the Solution	Our solution is highly scalable due to its digital nature and integration within the Canva platform. It can accommodate a growing user base effortlessly by adding server capacity as needed. As more users adopt the service, we can expand the library of design assets and further enhance the AI-driven branding features. The centralized brand asset management system easily accommodates an increasing number of users and their branding needs. The platform's scalability is not limited by geographical constraints, making it accessible to a global audience. This scalability ensures that our solution remains adaptable to the evolving demands of individuals and businesses seeking a comprehensive branding solution.

