**Current Product Narrative ( ≤ 280 Characters)**

Samsung Reach - An idea validation platform that removes the barriers of geography, language and bias. This platform will send the top three voted ideas to the top executive, which can remove hierarchical structure and enable ideas to flow more easily.

**Focus / Goals for Next Two Weeks**

Our primary goal will be focusing on finalizing our product idea by either improving on the current idea or pivoting to a new one. We aim to complete this task by the end of this week. For the next two weeks, we plan to design and implement several iterations of experiments to evaluate our product idea and mitigate the potential risks. By the end of the Sprint 2, we hope to start building our MVP and have a working prototype for demonstration.

**Brief Description and Reflection of Crit Advice- What are the 2-3 most important insights you derived from Crit with your company? What were the action items that resulted from that meeting?**

After the crit meeting, we derived the following insights -

1. Not enough excitement to remove the boundaries to change the culture. Moreover, some of the barriers are placed on purpose to allow for contradictory business actions
2. Employees are not too keen on engaging with the current solution, primarily because of lack of interest and time.
3. Company focuses on generating ideas rather than solving problems

Following were few action items that we formed after the crit-

1. Understand the challenges that Samsung is currently facing with their existing product offerings
2. Finalise our idea by either focussing on data gathering to verify the skill-set of employees or by pivot to another idea in home space

**Blockers to Progress (such as misunderstandings with your advisor, lack of ideas, etc)**

1. The culture that we were trying to change, ironically enough, is a blocker
2. We can’t access any of their private data to train our models. The information is sensitive to Samsung.
3. Tough to get access to hardware components
4. Communication between teams within Samsung is hard