IGNITE
Pitch Deck

Introduction And Team Composition

Business Name: Feedback   **PV ID:**

Team members names	Strengths and abilities	Role/Position
Yash Mohite	Interpersonal-skills, Decision Making	CEO
Kedar Phutane	Creative thinking, Editing	COO/CTO
Yogesh Johari	Ability to manage stress	CFO/CMO

What makes us a good team to solve the problem we chose?

1- United Under one vision

2- Ability to make good decisions

3- Planning & Management

4- Critical thinking

02

Creating Jobs. Changing Lives.

Problem Statement

FEEDBACK

CONTEXT	PROBLEM	ALTERNATIVES
When does the problem occur? Problem occurs when we have to visit the Website to buy products and then search For the review then go to another website To check the review of the product.	What is the root cause of the problem? Each customers need to visit the website and See the review of the product.	What do customers do now to fix the problem? Customers now a days see the price of the Product and purchase it without watching The review of the product.

CUSTOMERS	EMOTIONAL IMPACT	ALTERNATIVE SHORTCOMINGS
Who has the problem most often? Customers who often by within a month for a week has the problem I think as they don't watch review they just by on the price and sometimes get defective product	How does the customer feel? It will be time consuming for the customers And the customers can compare their favourite product on our website. **QUANTIFIABLE IMPACT** What is the measurable impact (include units)?	What are the disadvantages of the alternatives?

Customer Interviews And Surveys

Details of the survey	Results
How many customers did you interview? (At least 25 for B2C and 2 for B2B)	
How many of them agree this is a problem that needs to be solved?	
How many of them said they can already solve this problem and don't need a new solution?	

Note: Insert link to the survey and results.

Problem Definition

Clear & Succinct Problem Definition:

Now India is goining digitally and now a days people are willingly to buy on the online website like Amazon, Flipkart, Myntra etc. Mostly every product is available on the websites but the product is same but the reviews are different. So the customers are facing the problem of the product they have to visit each and very website to check the best reviews of the product.

Solution

Solution description:

We offer a service by which people can directly visit our website and see the feedback of products Currently the customers are addressing the problem by visiting the individual websites of the company and see the review & feedback of the product Our solution offers customers the benefit of time consuming which our website will give our customers and can also compare the reviews of different product

The details of our offering consist of:

1. The reviews about the each and every product will be available on the website.

2. Customers can compare the reviews of the product and can buy which they prefer.

Why this business will work in our market/region or country:

This business can work all over the world as we will be connecting through our websites to our customers and help them to choose the valuable product.

Customer Persona Template

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| Personality trait | Personality trait | Personality trait |

I am looking for a website which can help me to compare the reviews of the product and provide me the best product

Age:
Occupation:
Location:

Goals:

1- To save time

2- To get the best review of the product

3- To know which company provides the best product

Frustrations

1- Time spent on searching for the best product
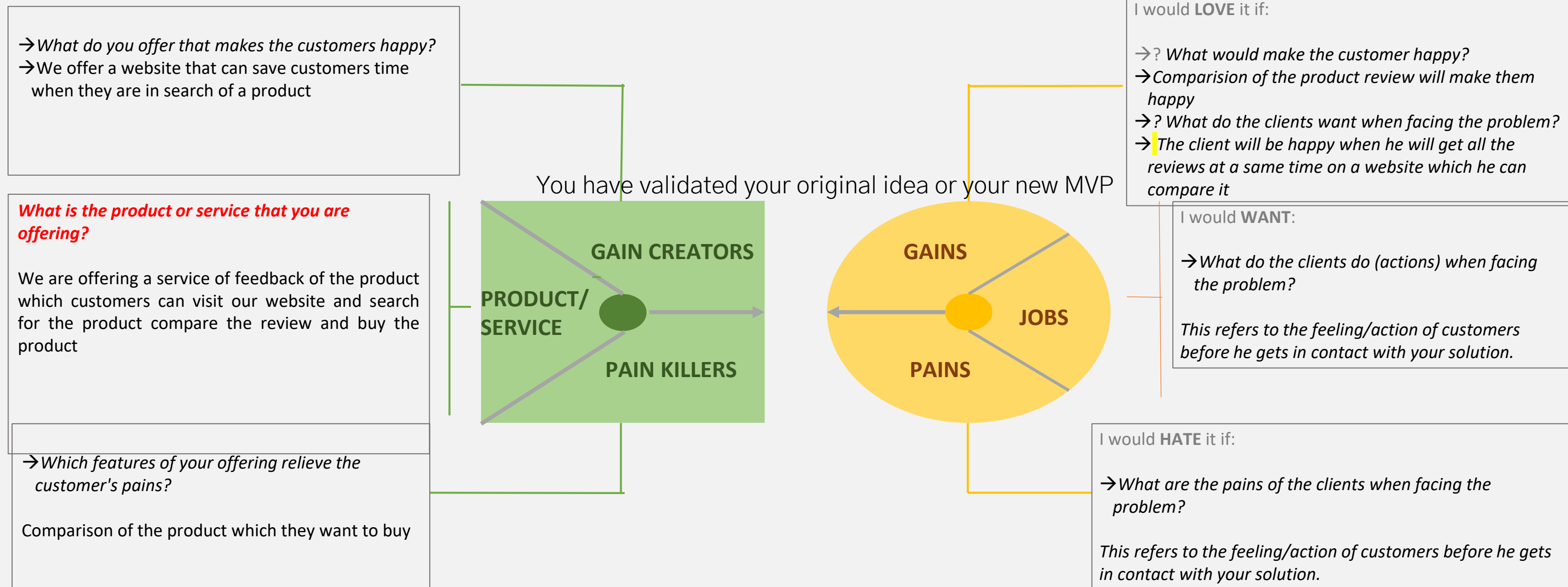
2- We don't get the best product sometimes

Motivations

Growth

Fear

Financial Security

Recognition

Funding

Personality

Introvert — Extrovert

Thinking — Feeling

Sensing — Intuition

Judging — Perceiving
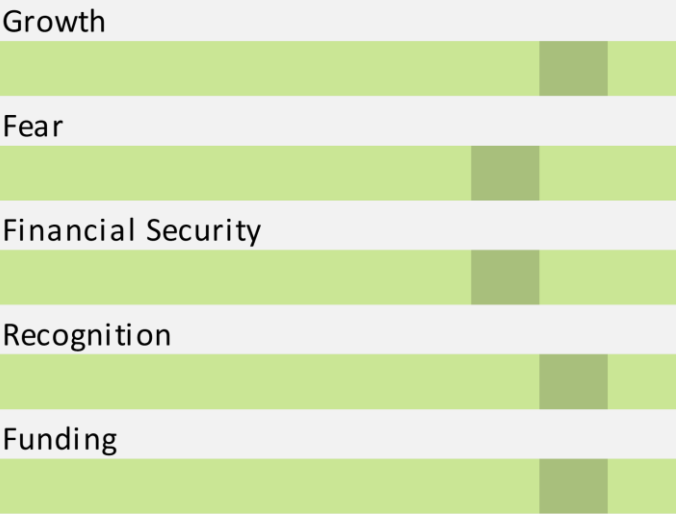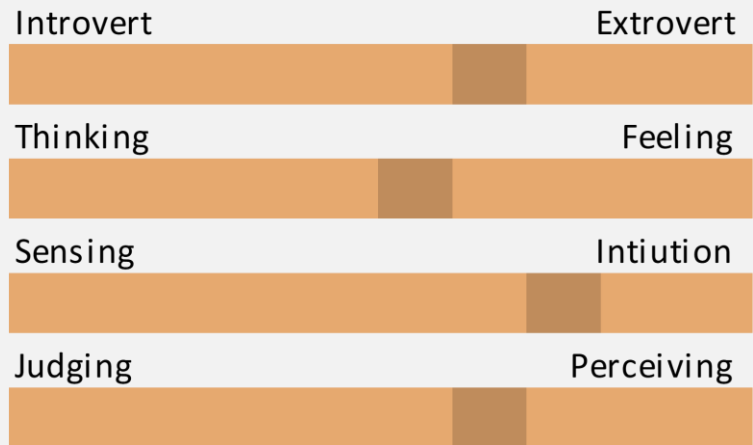
Value Proposition Canvas

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FEEDBACK

→*What do you offer that makes the customers happy?*
→*We offer a website that can save customers time when they are in search of a product*

What is the product or service that you are offering?

We are offering a service of feedback of the product which customers can visit our website and search for the product compare the review and buy the product

→*Which features of your offering relieve the customer's pains?*

Comparison of the product which they want to buy

You have validated your original idea or your new MVP

PRODUCT/ SERVICE

GAIN CREATORS

PAIN KILLERS

GAINS

JOBS

PAINS

I would **LOVE** it if:

→*? What would make the customer happy?*
→*Comparision of the product review will make them happy*
→*? What do the clients want when facing the problem?*
→*The client will be happy when he will get all the reviews at a same time on a website which he can compare it*

I would **WANT**:

→*What do the clients do (actions) when facing the problem?*

This refers to the feeling/action of customers before he gets in contact with your solution.

I would **HATE** it if:

→*What are the pains of the clients when facing the problem?*

This refers to the feeling/action of customers before he gets in contact with your solution.

02