Project Design Phase-I
Proposed Solution
Template

Date	3 NOV 2023
Team ID	9625CC7E29CE30C838B49FCFCE9CEF6F
Project Name	How to Create a Brand Promo Video Using Canva
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to besolved)	Many businesses and individuals lack the knowledge and skills required to create effective brand promo videos. Traditional video production can be time-consuming and costly, making it inaccessible to many. This knowledge gap poses a challenge for those seeking to promote their brands effectively through video content.
2.	Idea / Solution description	Our project aims to address this problem by providing a comprehensive guide on creating brand promo videos using Canva, a user-friendly online design tool. The solution will cover planning, content creation, design, editing, and distribution of these videos, catering to a wide range of users with varying levels of expertise.
3.	Novelty / Uniqueness	The novelty of our solution lies in its focus on using Canva, a widely accessible and affordable platform. Canva is not commonly associated with video creation, making this approach unique. Additionally, our project will provide a structured and user-friendly tutorial that simplifies the video creation process.
4.	Social Impact / Customer Satisfaction	By empowering individuals and businesses with the knowledge and tools to create brand promo videos, our solution contributes to improved digital marketing and communication strategies. This, in turn, can lead to increased customer engagement and satisfaction. Users will be more confident in their ability to create compelling video content.
5.	Business Model (Revenue ModEl)	To support the project, we can consider various business models, such as offering premium tutorial content or one-on-one coaching sessions for those who require more personalized assistance. Additionally, affiliate marketing partnerships with Canva or related services can generate revenue.

6.	Scalability of the Solution	The solution's scalability is high because it leverages widely available tools and platforms. It can reach a global audience and cater to both individuals and businesses of all sizes. Expanding the solution may involve creating more advanced courses or offering specialized industry-focused tutorials.