



Problem Statement:

Create a Website and Business Plan for a Direct-to-Consumer (D2C) Brand.

- A D2C brand is one that manufactures and sells its products directly to customers through its own digital channels, eliminating intermediaries like wholesalers or retailers.
- In India, popular examples include **Mamaearth** (personal care) and **Lenskart** (eyewear), which leverage e-commerce to deliver customized experiences and build direct relationships with their consumers.

Objective:

Develop a comprehensive solution for launching a D2C brand, focusing on creating a functional and aesthetically appealing website and a strategic business plan.

Teams are expected to select a product category, conduct market research, and define a clear value proposition that differentiates their brand in a competitive landscape.

Scope of the Problem:

1. Website Development:

Build a website that reflects the brand's identity and enhances the user experience.

Think innovatively about your product and plan your website features accordingly.

Key features include:

- A visually appealing design with consistent branding
- User-friendly navigation
- Product showcase with detailed descriptions, images, and reviews

2. Develop a strategic business plan that covers:

- **Market Research:** Understand the target audience, competition, and industry trends.
- **Value Proposition:** Clearly articulate what sets your brand apart.
- **Revenue Model:** Define pricing, margins, and projected revenues.
- **Scalability:** Highlight how the business can expand in the future.

3. Pitch Deck:

- Create a concise presentation to pitch your D2C brand to a panel of judges.
- Include your product overview, market insights, website demo, and business strategy.

There will be two rounds of screening.

Round 1

Start Time: 11 AM, 27th Dec 2024

End Time: 10 AM, 28th Dec 2024

By the End Time, all teams are supposed to submit their Website along with the Business Plan.

Note: Late submissions will not be accepted.

Evaluation Criteria:

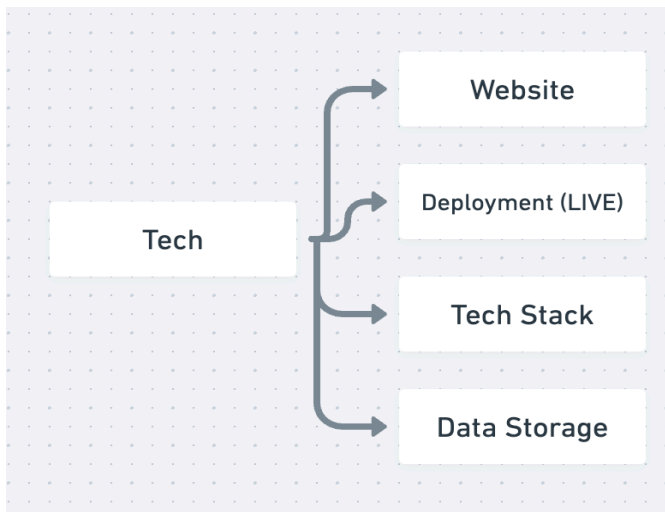
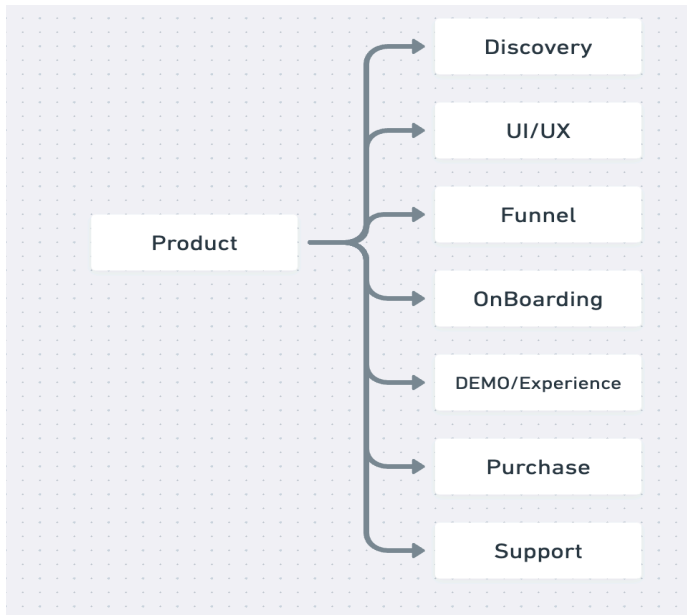
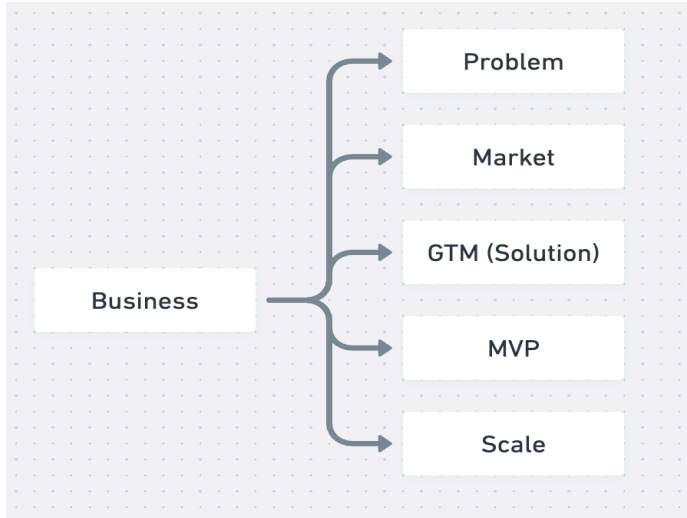
1. Website (50%):

- Design and usability
- Functionality and responsiveness
- Alignment with the brand's identity

2. Business Plan (50%):

- Depth of market research
- Feasibility of the business model
- Creativity and innovation in the approach

After Submission, our panel of judges will shortlist the top 10 teams, and the result will be announced by 12PM.



Round 2

For the second (final) round, each selected team will be given a time slot of 10 minutes, where they will utilize their pitch deck and give a presentation in front of the judge panel.

Evaluation Criteria:

- 1. Website (40%)**
- 2. Business Plan (40%)**
- 3. Presentation (20%):**
 - Clarity and conciseness of the pitch
 - Demonstration of the website
 - Overall persuasiveness
 - Posture and Stage Etiquettes

The winners will be announced after all presentations, as per judges' votes.
