



ALUMNI RELATIONS | INNOVATION CENTRE | CORPORATE RELATIONS



Innovation Policy Consortium 2026

Case Study Submission Format

1. Case Study Title

(Write the title of your chosen problem statement here.)

2. Introduction to the Problem Statement

- Briefly explain the problem you selected
 - Why this problem is important
 - Why you chose to work on this specific issue
 - Who is affected and how
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3. Overview of Startups Approached

Provide a short introduction about the startups you selected, including their motto, vision, and the type of product or service they offer. Use the following format:

Startup Name

Name:

Location:

Vision:

Product/Service Description:



4. Research Analysis and Presentation

Create at least five questions related to your problem statement (you may use the sample questions below or make your own):

Sample Questions:

1. How do you relate to the problem that we discussed?
2. What specific market gap or need does your startup address within this problem area?
3. What is the biggest challenge you face while solving this issue?
4. What innovative method, technology, or approach do you use to tackle this problem?
5. Who is your primary target audience, and how does the problem affect them?

Response Submission Format

All answers are to be submitted in this format :

Name	Response	Comments	Remarks
Startup1			
Startup2			
Startup3			



5. Conclusion

Summarize the insights gained after compiling the responses from all startups.

What You Learned

(Describe your key learnings from the research.)

How Other Startups in the Same Field Are Addressing the Problem

(Explain common strategies, differences, or innovations.)

What the Future Might Look Like

(Predict trends, opportunities, improvements, or technological advancements.)

6. Visuals

- Tables
- Charts
- Comparative graphs
- Diagrams
- SWOT

These visuals should present your findings clearly and make comparisons easier to understand.

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