

Week 1 Presentation

Team3 - AntivirUS

Challenge #C14



Aishwarya



Ayush



Dipyaman



Suranjit

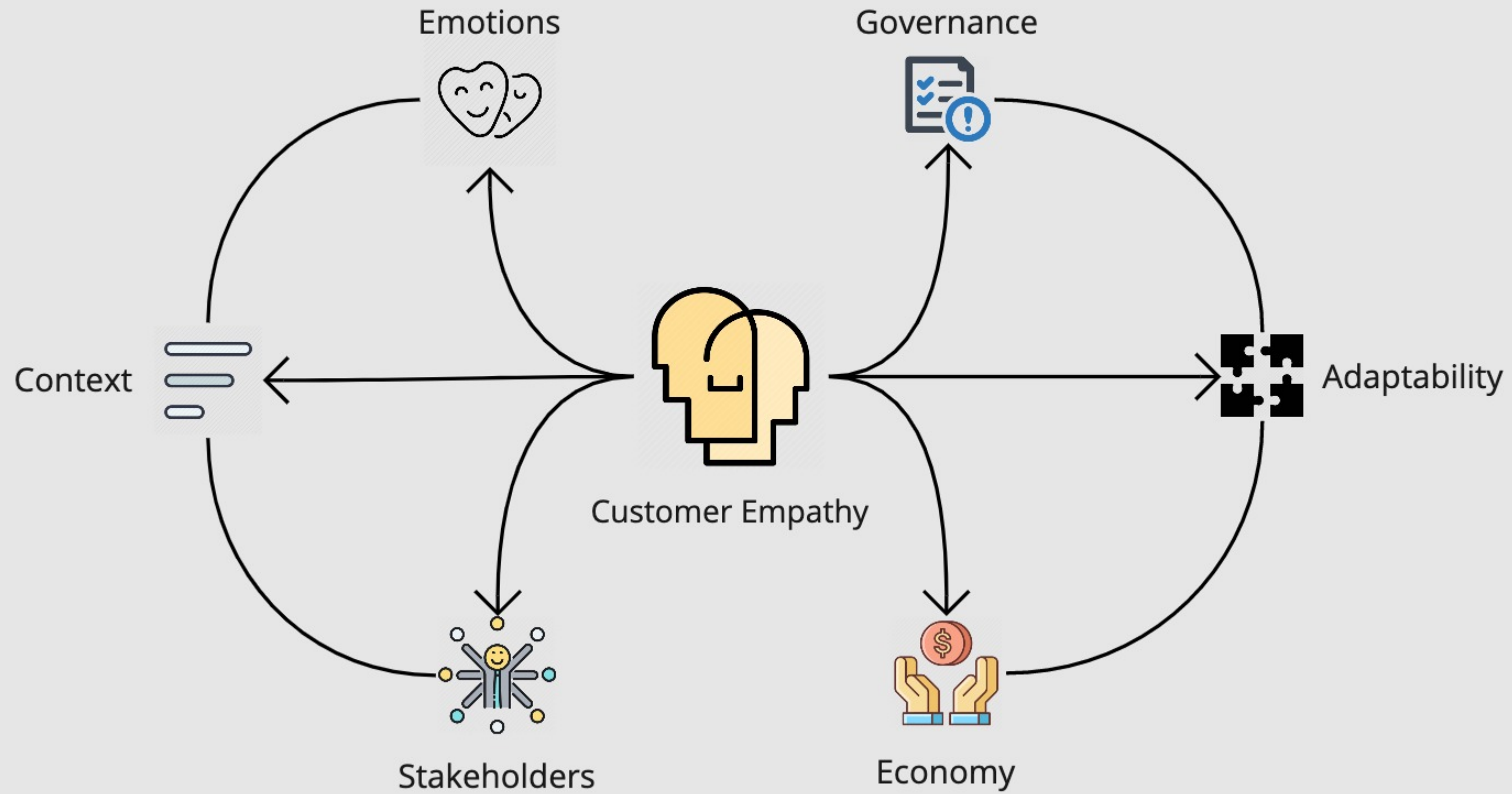


Bhoomi

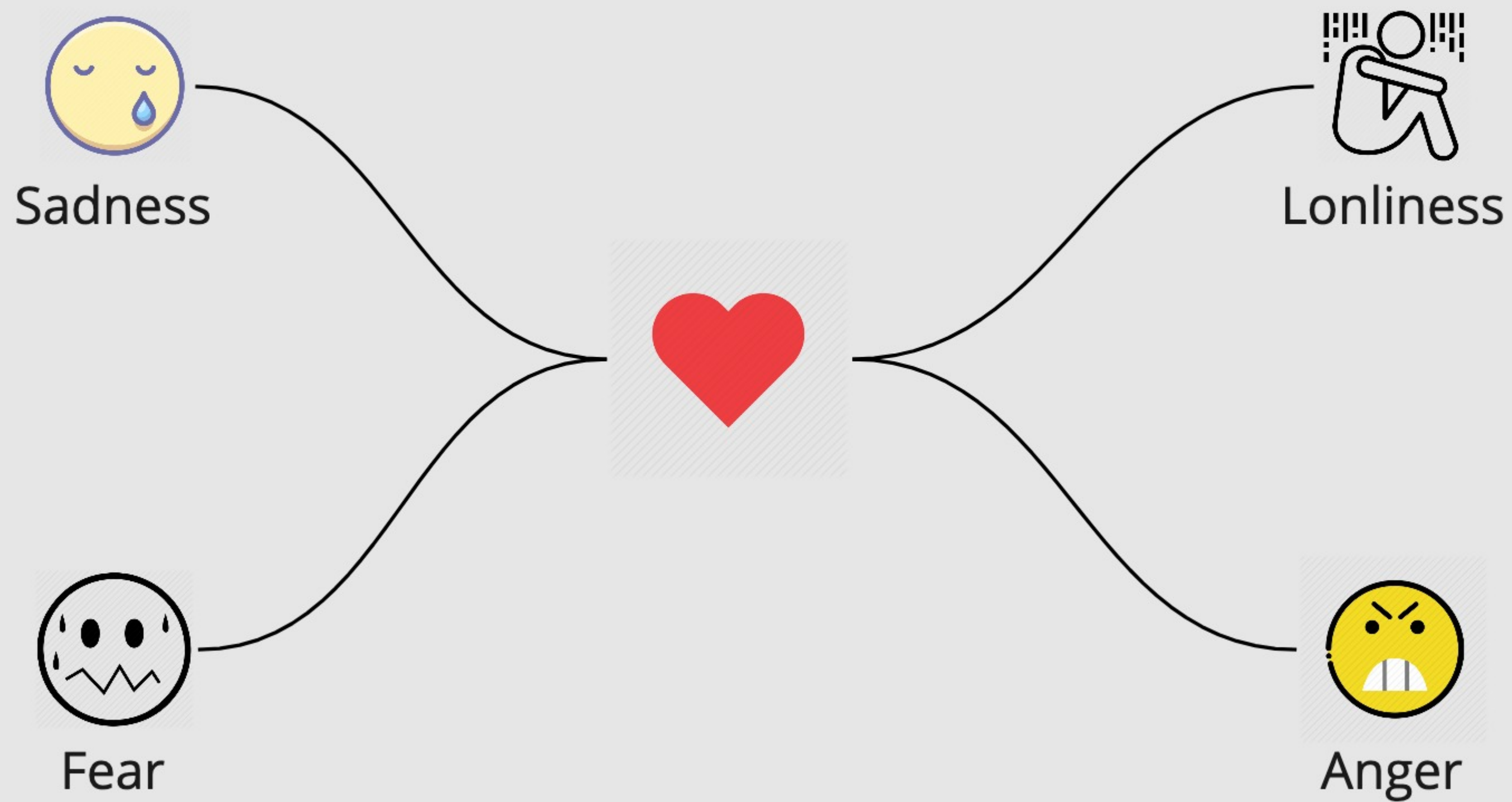


Uttam

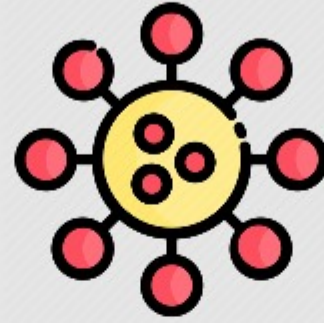
Central Theme



Covid19 Emotions



Context



Covid19 has ravaged through the world in the past few months impacting the lives of millions of people. In Ireland, people have been strained both emotionally and financially. There is currently high uncertainty on how the future of this crisis will unfold and the Irish businesses are bearing the full burnt of it.



1300 businesses
closed



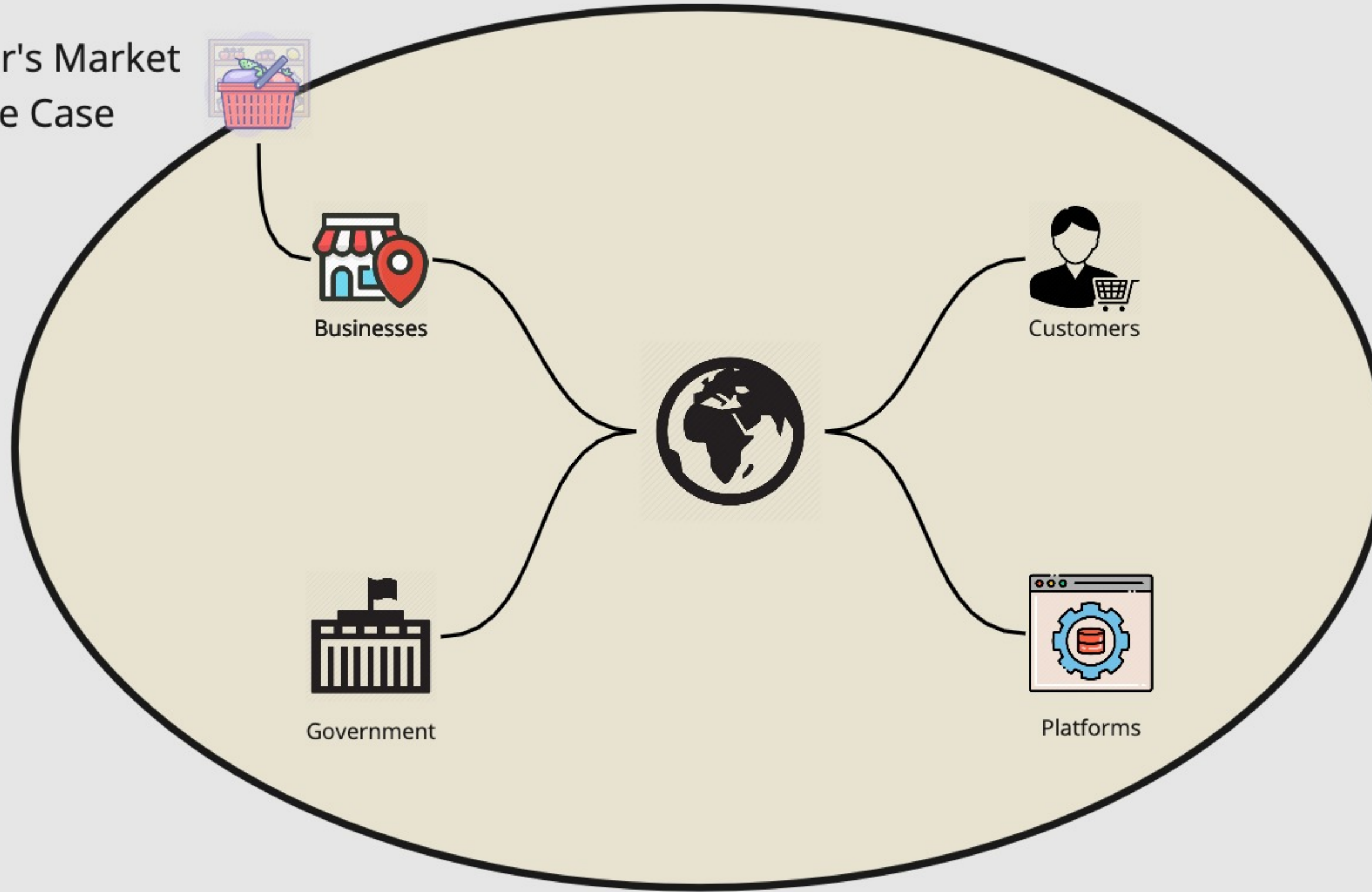
800000 people
unemployed



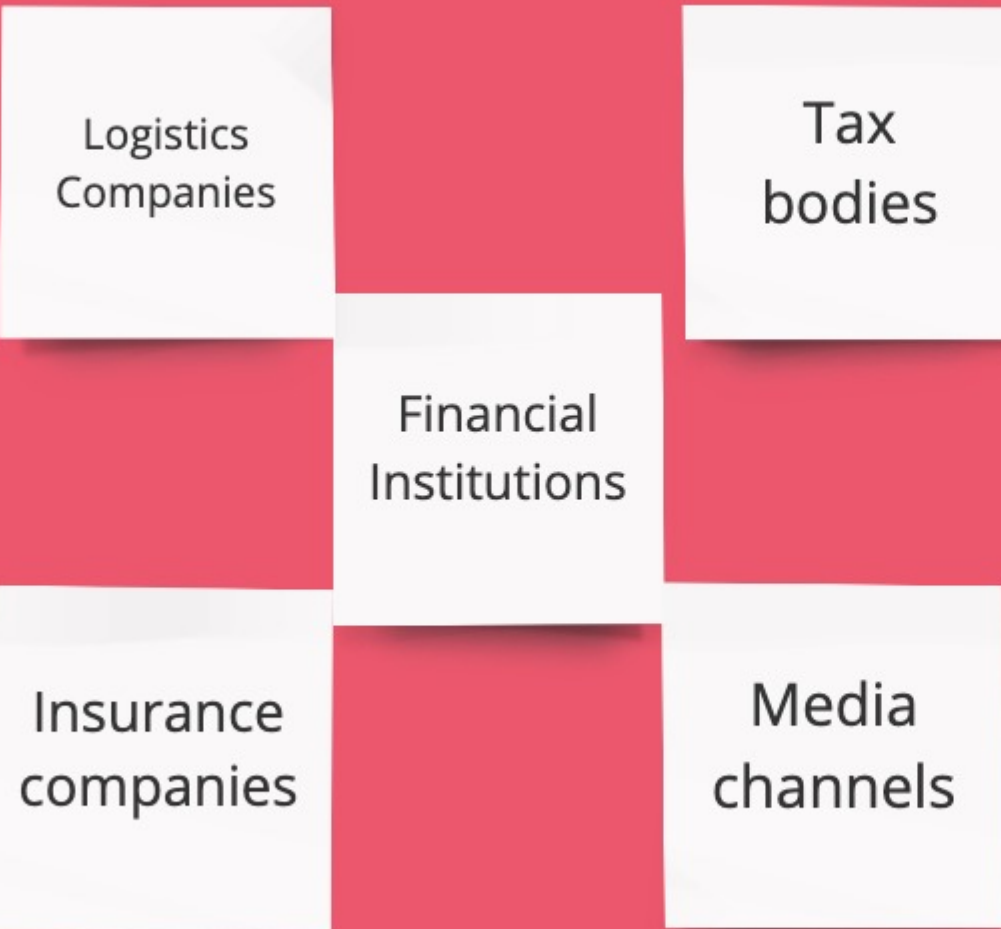
589000 people on
pandemic payment

Stakeholders

Farmer's Market
Use Case



**HIGH INFLUENCE
LOW INTEREST**



**HIGH INFLUENCE
HIGH INTEREST**



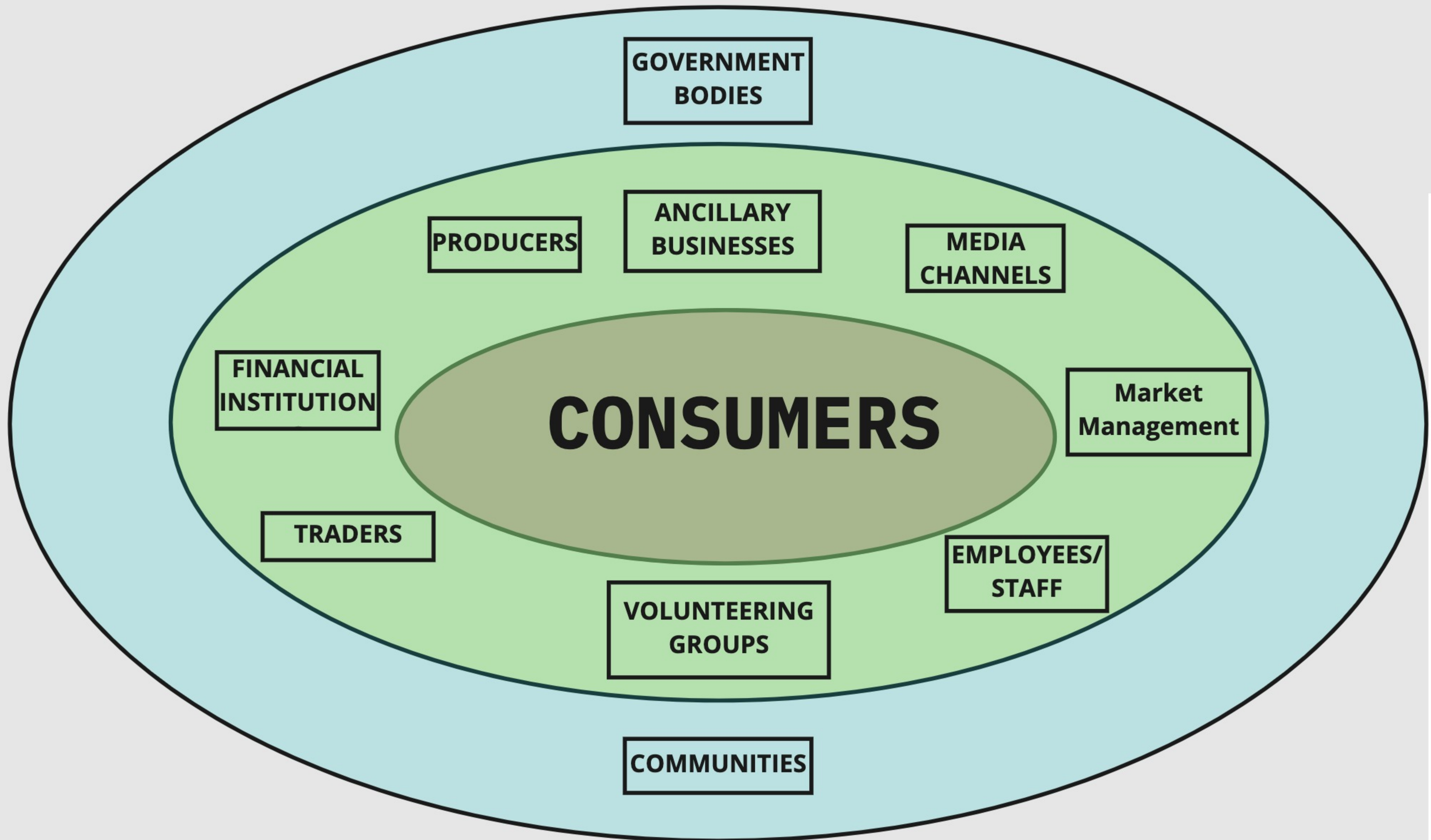
LOW INFLUENCE LOW INTEREST



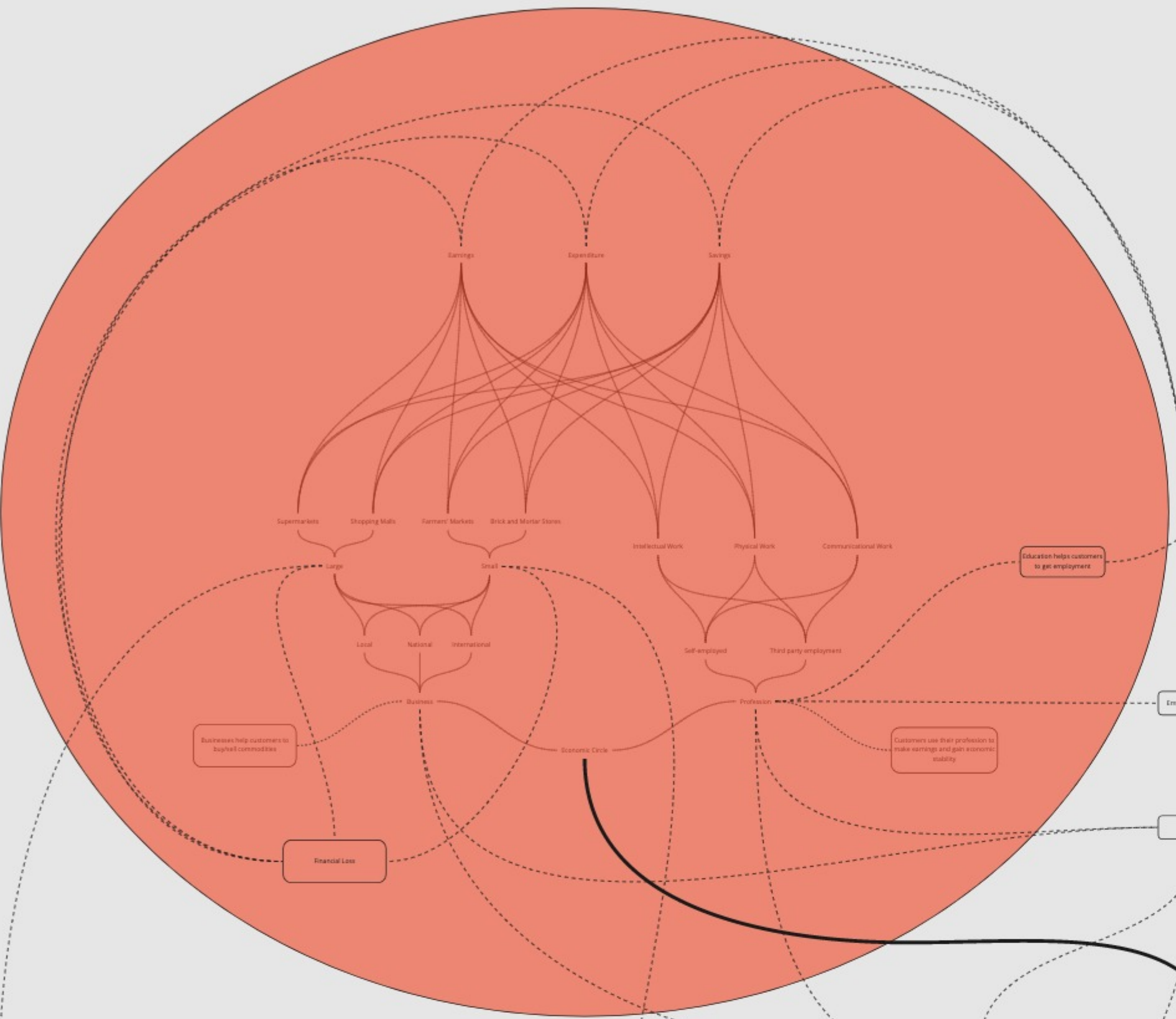
LOW INFLUENCE HIGH INTEREST



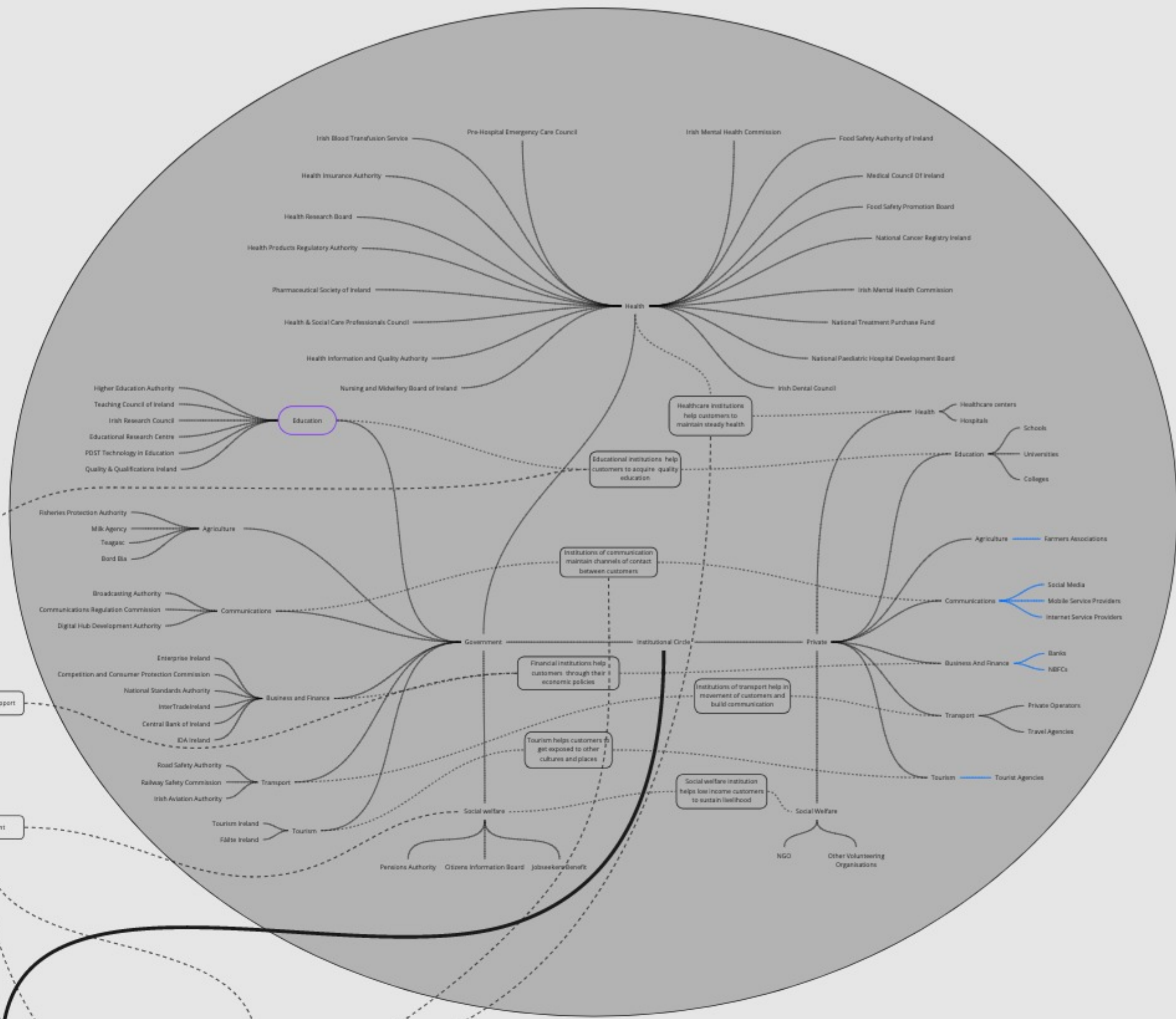
Farmer's Market Ecosystem



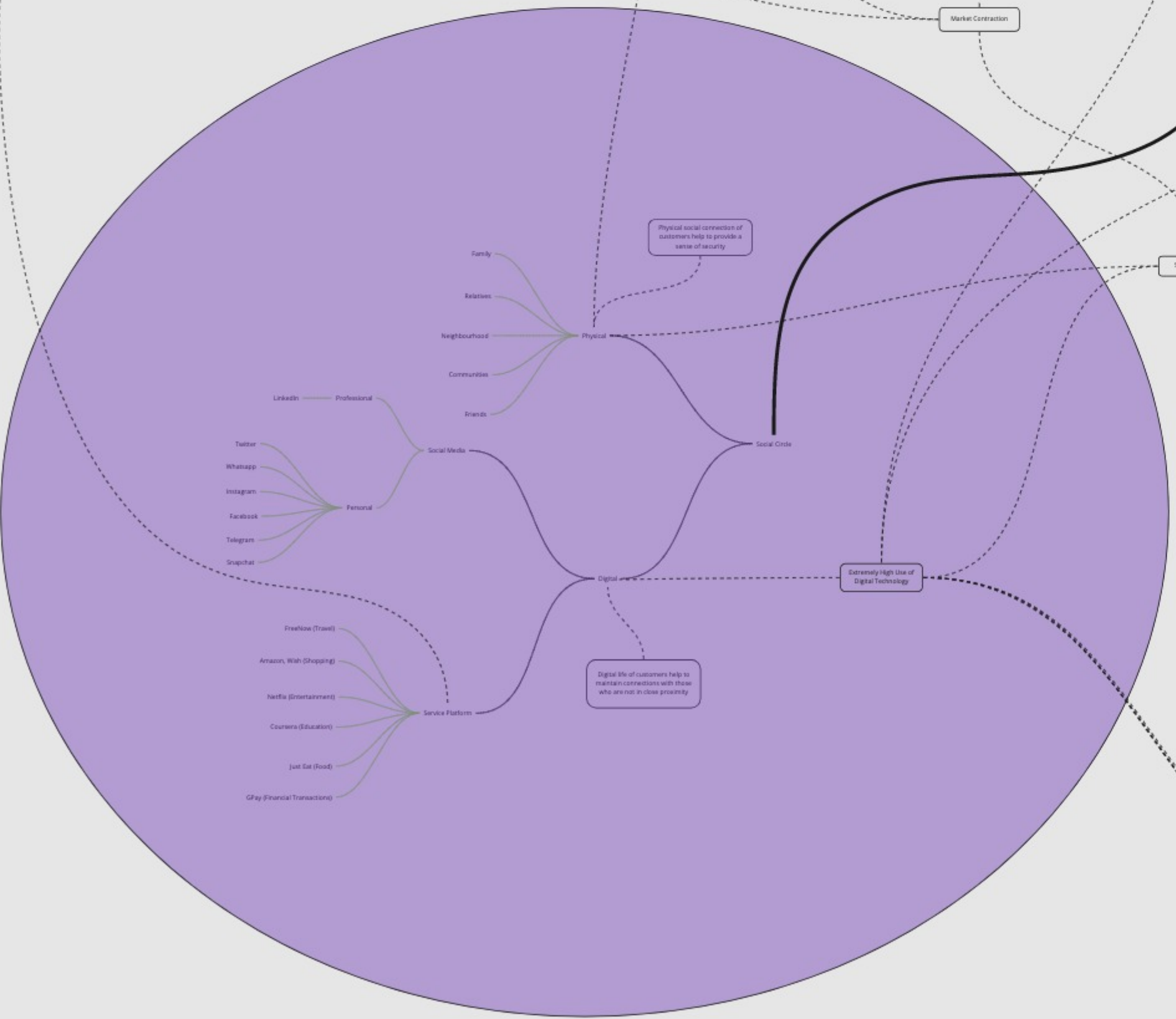
Economic Influences



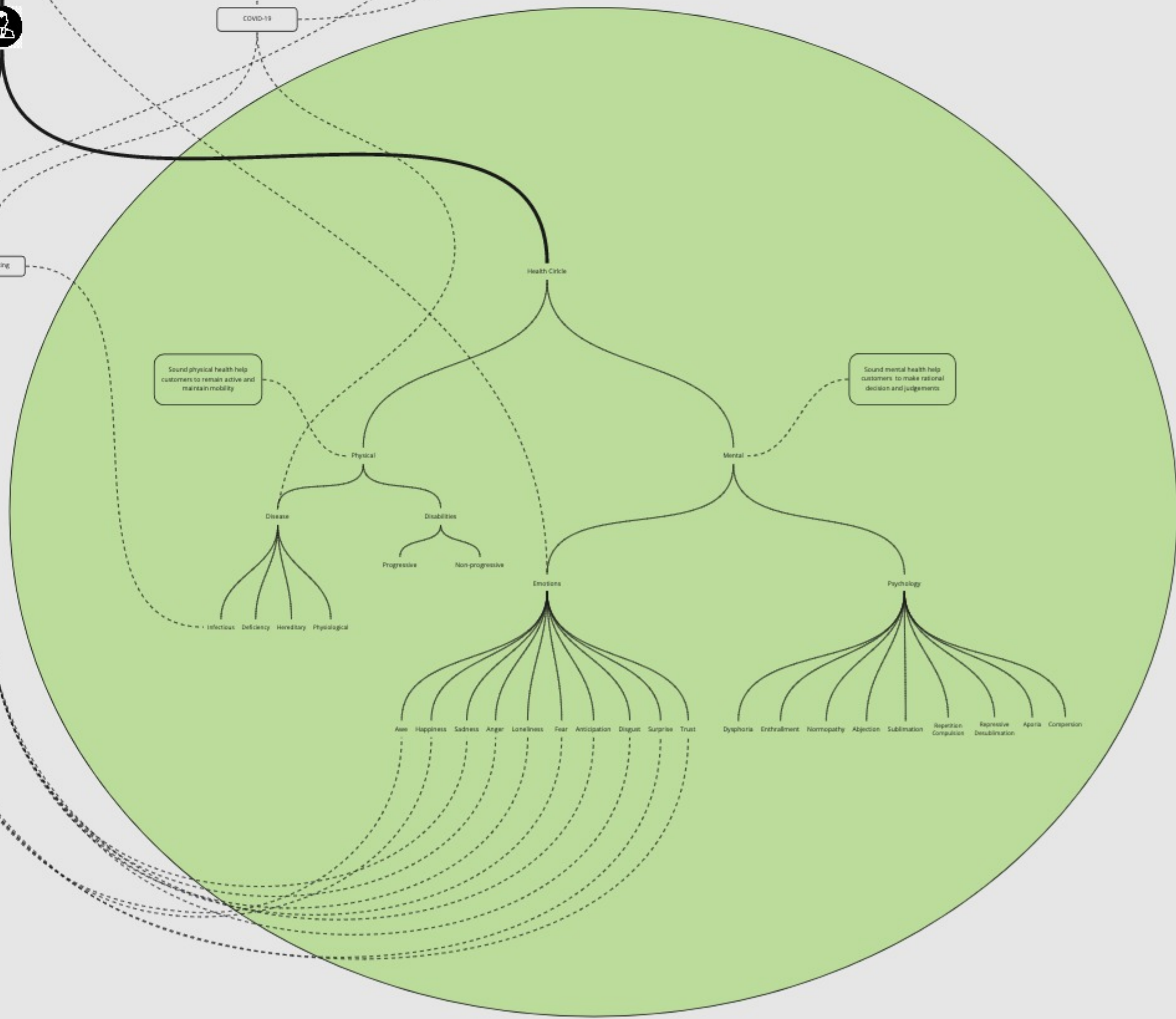
Institutional Influences



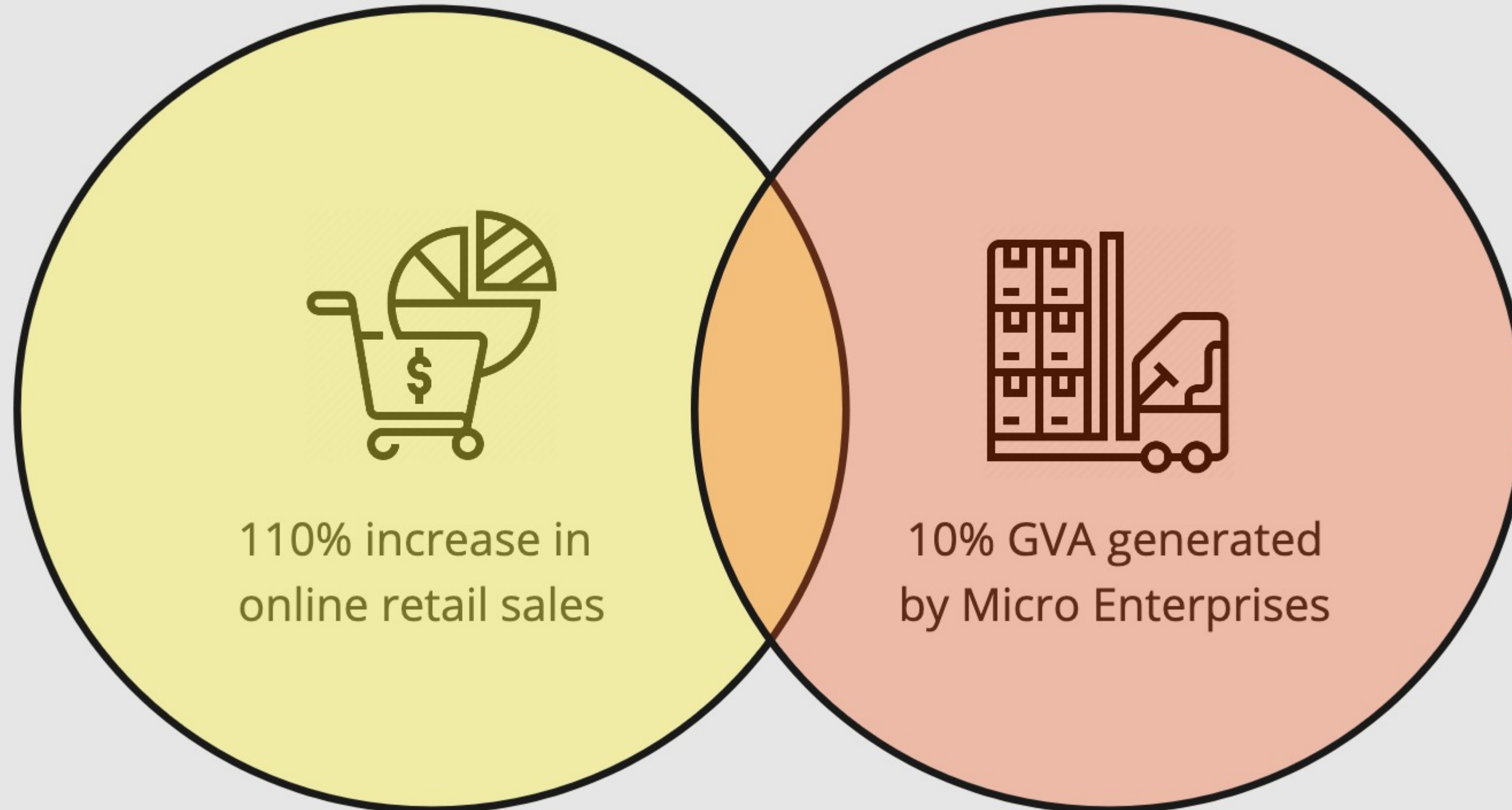
Social Influences



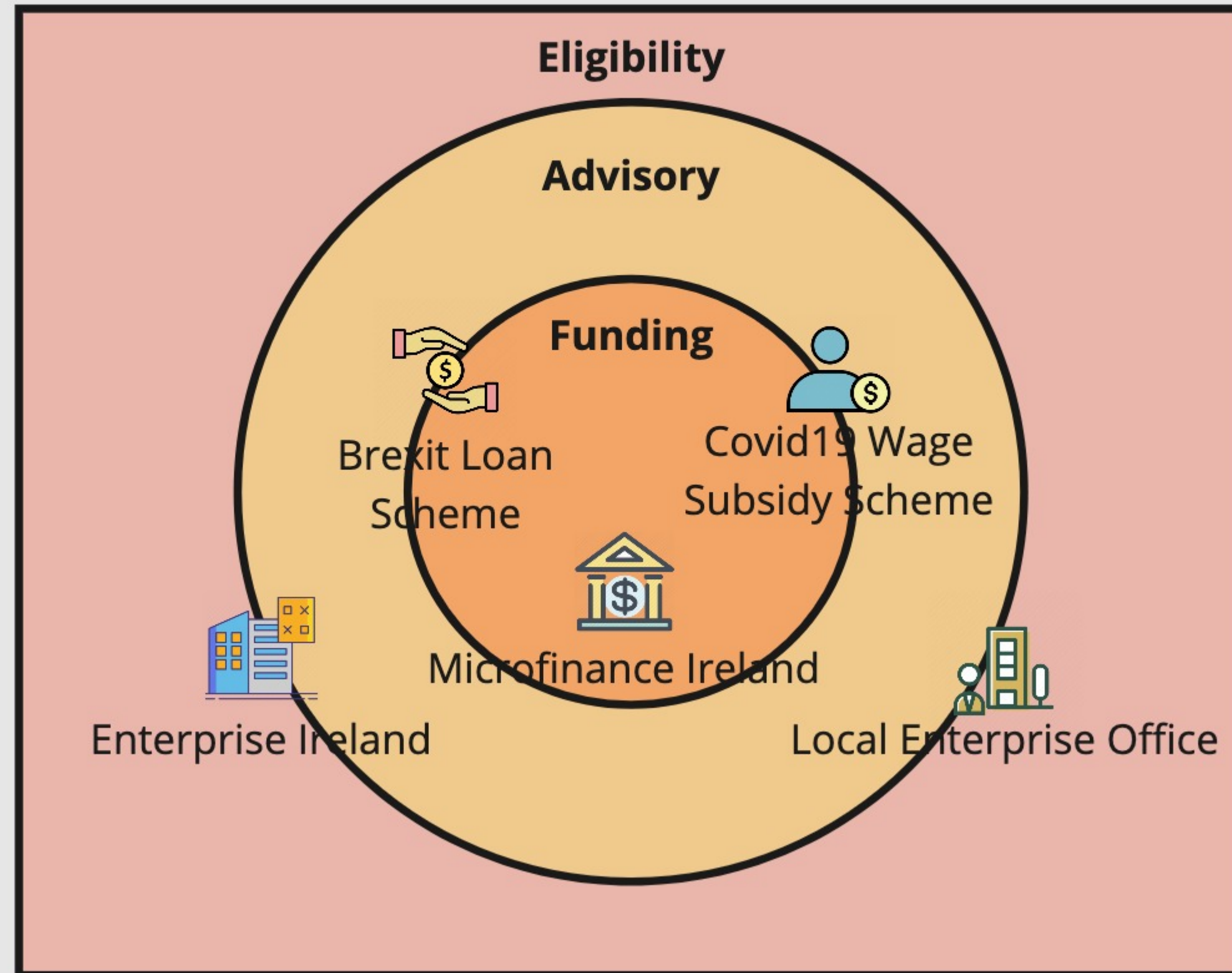
Health Influences



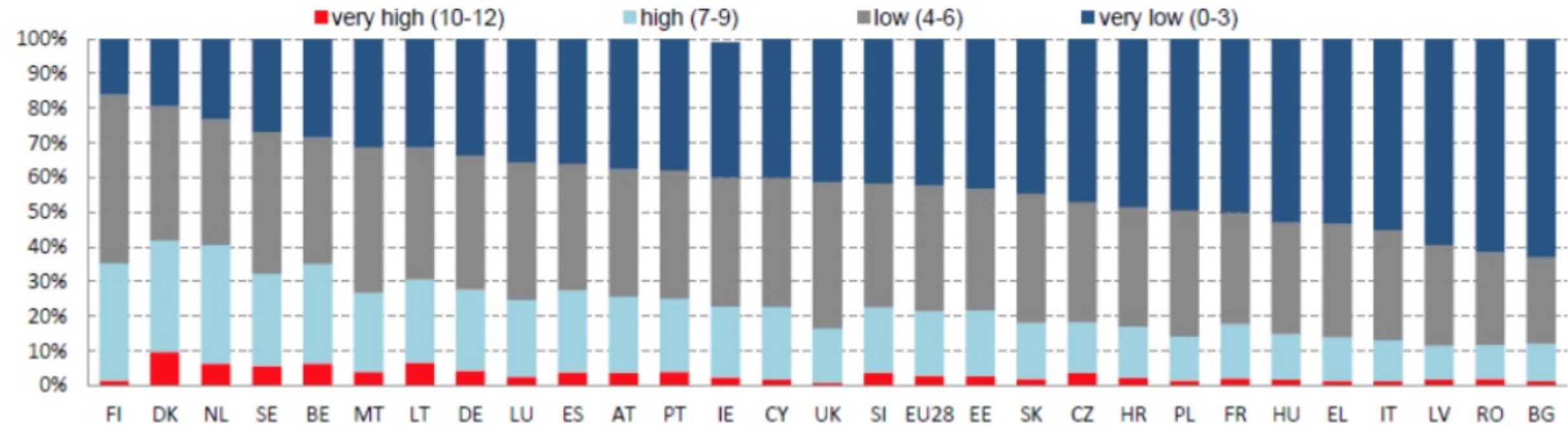
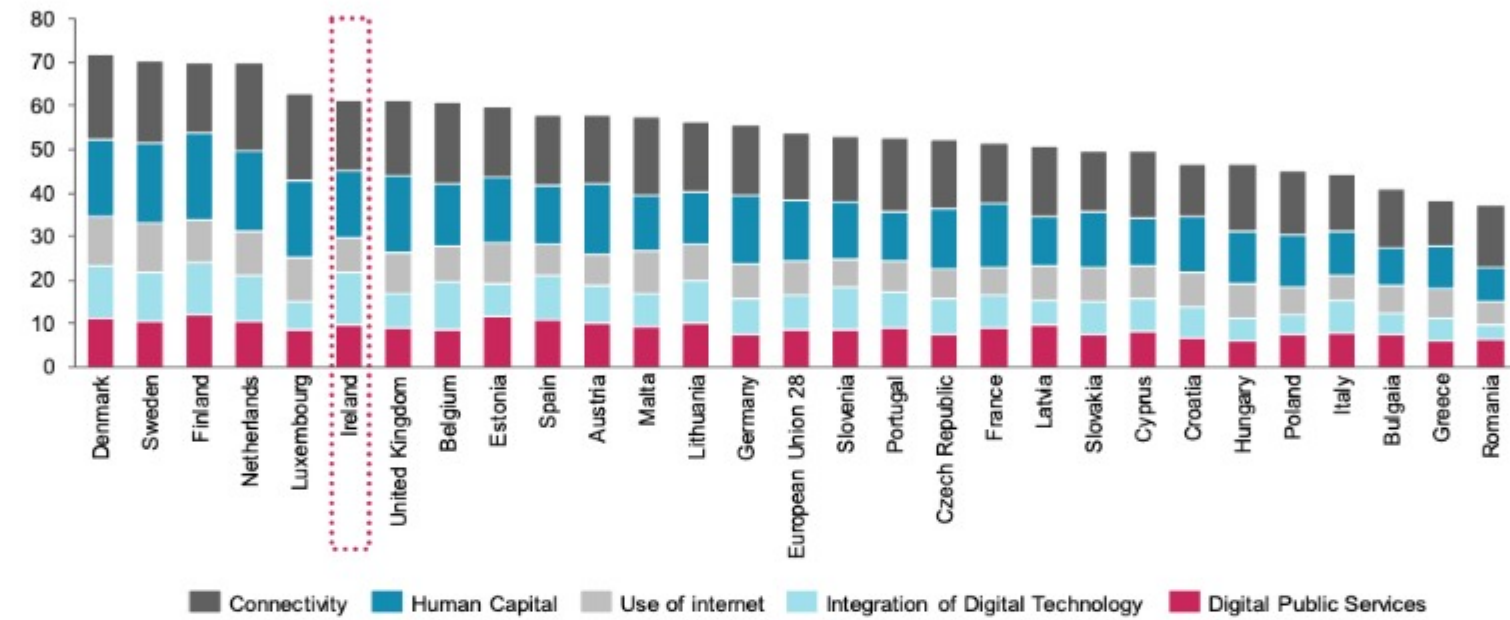
Economic Scalability



Governance Policy

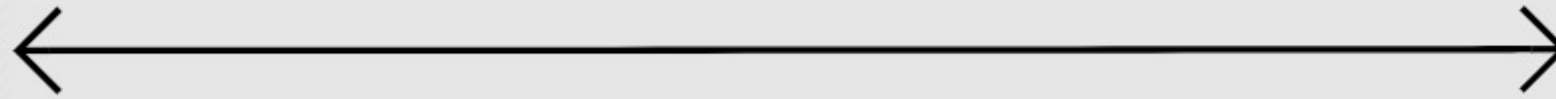


Adaptability

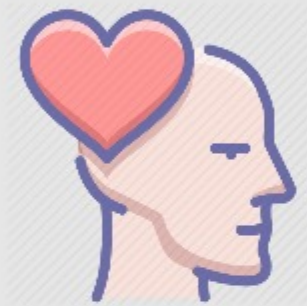


Core Challenge

Merging customers' emotional needs during Covid-19 with the business needs of small businesses



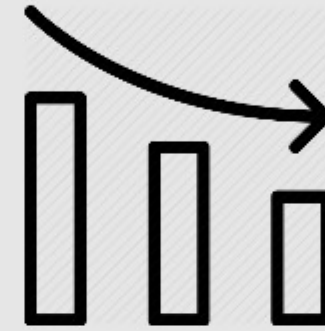
Opportunity Space



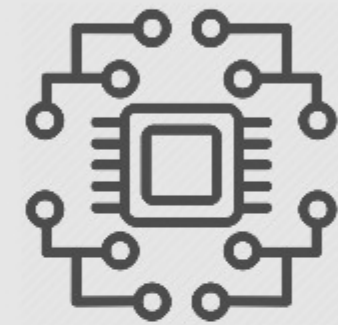
Support customers'
emotional well-being



Support ineligible
community ecosystems

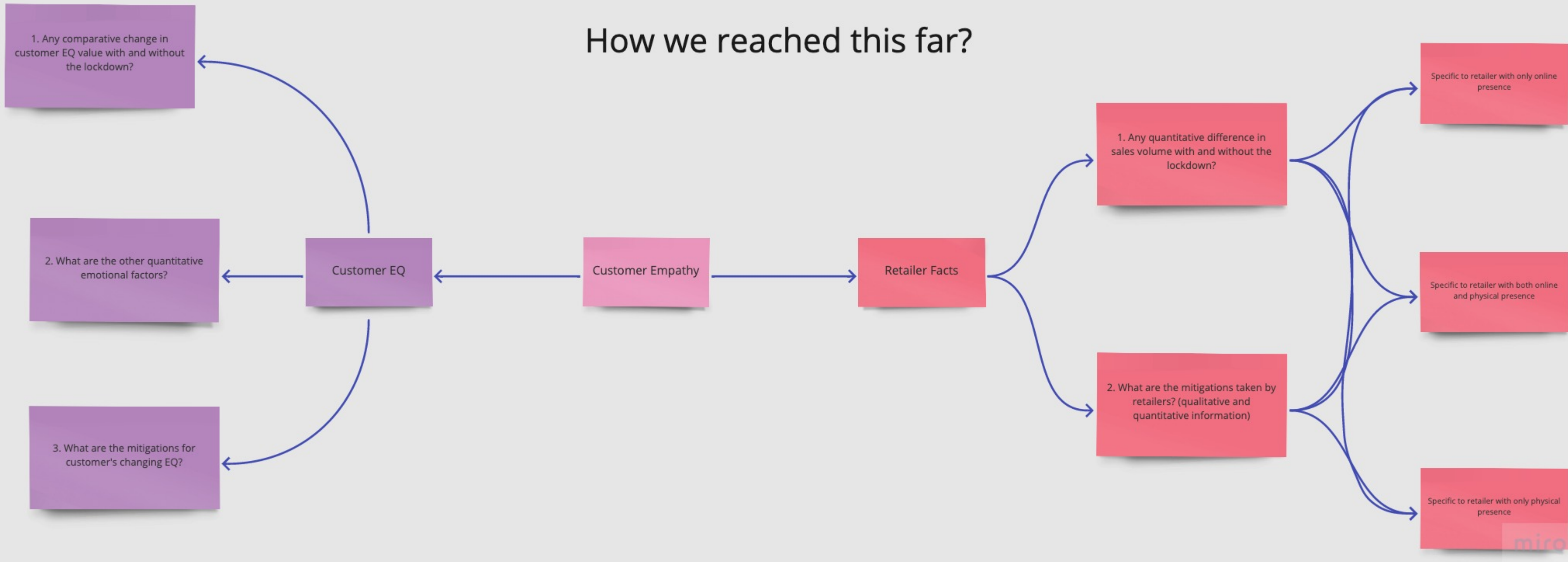


Stabilize negative
market trends

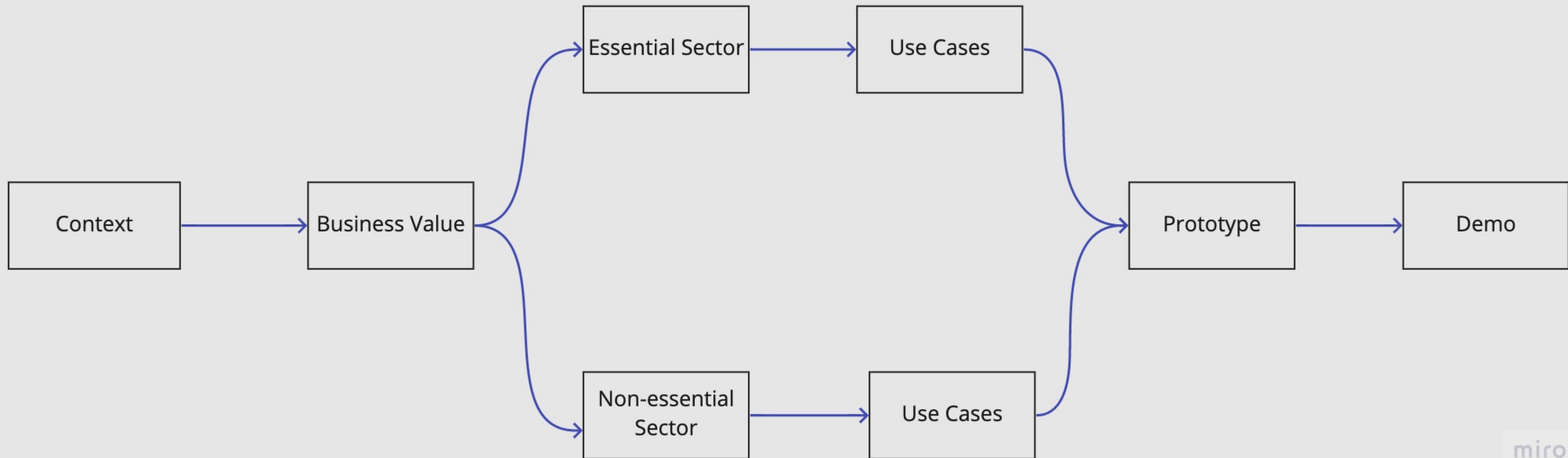



Leverage technology to
drive digital growth

How we reached this far?



Future Plan



 Team Visible

Invite

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MVP

Prototype

POC



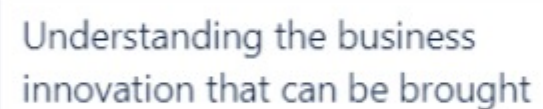
Sprint 3: Prototype, Mockup of Service or Product, and Business Model.

 1

+ Add another card



...

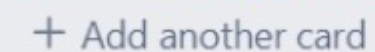
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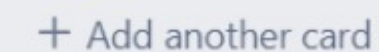
Any comparative change in customer EQ value with and without the

+ Add another card

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3

+ Add another list

Thank You

