Please provide as much information as possible as it would help us evaluate the submission better.

Product/Idea

- What is the problem you are trying to solve?

  (Do you have any supporting statistics from reliable sources, if so please do share.)

    - Micro, small and medium regional tourism enterprises are struggling to scale their business.

    - Government institutions are less visible in terms of branding than the private ones.

- How does your idea address the problem?

    – Encouraging government organisations to increase their customer traffic through social media branding.

    – providing incentives to the frequent travellers by giving them affiliate links and rewarding them if they refer a particular no. of people.(both the private and govt tourism agencies can implement this).

    – Promoting the institutions through the collaboration of small influencers.

- Who are the target customers?

    - Companies who are trying to promote their businesses online.
    - Frequent travellers and influencers
    - General people who are willing to travel.

- What makes your idea unique?

  The platform is built for customer engagement . basically the customers itself are the stakeholders,their posts leads to other customers to find about it. Unlike others where businesses have to make the app keep on running.

- Do you have a revenue generation model? If so please do share.

– affiliate links.

– pay-per-view advertisements.

– government funding in return for increasing their reach.

- What are the geographies, do you think the idea would be suitable for?

  - Pan-India

- What are the risks associated with your idea and how can you mitigate it?

  - Companies may not be willing to post their advertisements on our website initially. This problem can be addressed by cold calling and sending emails.
  - Poor SEO(search engine optimisation) results in wrong/unintentional ad clicks generated through ppc(pay-per-click) strategy which would result in loss of money.(poor return of investment).

- Who are the stakeholders involved in bringing this idea/product/service to the market?

(Ex: State govt, Department of trade and taxes, pollution control board, Manufacturers)

State govt., ministry of tourism, local/regional businesses, the travellers.

Intellectual Property Assessment

- Is your idea patentable or patented?

(If so please provide details)

- Is your idea builtexisting work? If sohow is it different?

No, It's not based on any existing work

Prototype/ Proof of Concept

- What is the nature of the prototype/ proof of concept, you would be able to submit?

(Ex: Github repository, Hardware prototype)

Figma design files

https://github.com/harshit-electech1123/Team-Hackstreet-SIH

- Have you completed pilot tests for your prototype/POC? If so please share.

no

- What is the approximate cost of developing the prototype?

Cost of Prototyping website on figma -15$ per month

Creating a prototype static website through wix - 10$

- Please share the relevant elements while submitting the POC/ Prototype

    ❏ Block diagram

    ❏ Software Architecture- Control/Data flow

    ❏ Block Diagram of Data Flow

    ❏ Hardware architecture

    ❏ Components/ Connectors

    ❏ CAD models

    ❏ Visual/Touch Interface

    ❏ (Mechanical actuators/switches, touch sensitivity, haptics)use

Supporting details

- What regulatory requirements have to be met to bring the idea to life?

    1) Verification of registered user ,as it were easier to find out if someone upload any sensitive
    Information or disturbing content.
    2) Good use of search engine optimisation and search engine advertisement as unnecessary
    Clicks on ppc ads will affect ROI(return on investment)
    3) Preventing the private info entered by user to go in wrongs hand ,prevention of database
    from being hacked .

- Do you have a business plan/ commercialization strategy? If so please share.

1) Revenue generation from pay per clicks ads.
2) Funding from government institutions as we were planning to increase reach and traffic on their website .
3) Revenue form different enterprises by promoting their product on our website
4) profit /allowance comes from affiliate links

- What is a rough estimate of manufacturing/operational costs?

1) Operation cost include hosting of website

2) Cost for protection of registered user confidential info against any SQL INJECTION , protection against session

3) Spoofing ,exploiting buffer overflow vulnerability

4) Cost of having online cloud services like access to storage where we can store all info of registered user

- What is the volume of products/ amount of revenue you expect to make in the first year?