

Project Design Phase-I
Proposed Solution Template

Date	03 Nov 2023
Team ID	NM2023TMID01362
Project Name	Creating a Social Media Ad Campaign in Facebook

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

S.No.	Parameter	Description
1	Novelty	Describe what makes the idea or solution unique or innovative compared to existing alternatives or solutions.
2	Feasibility of Idea	Assess the practicality and viability of implementing the idea. Consider factors like technical, financial, and resource feasibility.
3	Business Model	Explain how the project plans to generate revenue and sustain itself. Include details about pricing, monetization, and income sources.
4	Social Impact	Highlight the positive effects and benefits the project will bring to society or specific communities. Consider aspects like improved wellbeing, accessibility, or empowerment.
5	Scalability of Solution	Evaluate the potential for the project to scale and grow to serve a larger audience or expand to different markets or platforms.