Team Name	
University	
Product Name	
Category	

Problem Definition, Analysis and the Solution

Provide a brief introduction to the domain, the problem and the context that your product will address. Provide a qualitative and quantitative analysis emphasizing why your product is significant as a solution to the problem. State how you are going to apply the solution to the real world.

Product Overview and Uniqueness of the Product

Brief description about the proposed product, give clear picture of the product providing key features. Provide details about similar products in the market and state how your proposed product is unique in terms of functionality, applicability and accuracy with compared to other similar products.

Business Model and Marketing Plan

State Business viability and Economic feasibility of the proposed product, necessary marketing and business strategies followed or planning to follow. Forecast how your product will reach success in next 5 years

Technical Overview and Implementation

State Technologies/Platforms/APIs and methods used or planning to use for your proposed product implementation, development plan of the product highlighting necessary development stages in brief. State the planned methods of deployment.

User Scenario

State how an average consumer consume your product in a specific situation.

(Ex - Smith is an employee who receives a middle scale income and he must maintain his family. He loves traveling to different countries. However, he is not financially strong in order to afford high-end tour packages. He got to know about a new mobile app called "TravelME". He got it installed and created a profile then he searched for affordable packages to visit Sri Lanka which can be customized according to his preference…)

Team Details

Please provide necessary details of your team. All fields including photographs are required.
Please bring a valid Identity Card when attending to the event in order to prove your Identity.

[Full Name]
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