

Tasks Assigned to All Startups

Dear Founders,

Thank you for attending today's meeting. Below are your first official tasks. Please read carefully and submit your work on time.

1. Brand Name + Tagline

Each team must prepare the following:

- A unique, meaningful brand name that reflects your business identity.
- A short, impactful tagline that clearly communicates your brand promise.

Brand Story (100–150 words)

A compelling narrative explaining:

- Your mission
- The problem you are solving
- Why you, as a founder, are solving it
- Your long-term vision

D. Brand Colors & Font Choices

- Primary and secondary color palette
- Suggested typography styles

E. Logo Direction / Concept

- A simple description of what your logo should represent
- Sketch or reference image (optional but encouraged)

F. Target Audience

Define who your customers are:

- Age group
- Location
- Interests

G. Core Value Proposition

1–2 sentence statement clearly expressing what benefit your startup provides and why it is better than alternatives.

H. 5 Social Media Post Captions

- Short, engaging captions for your first five posts.

- These posts will introduce your brand and communicate your value.

2. Promotional Video Task

Each mentee must create a **30–45 second promotional video/reel** covering the following points:

A. Clear Explanation of Your Business

- What your business is
- What problem it solves
- Why it matters

B. Problem + Solution Narrative

- Describe the real problem your target customers face
- Show how your product/service provides the solution

C. Founder Presence

- Your **face or voice** must be included
- Keep the delivery natural and confident (no professional setup needed)

D. Authentic Raw Content

- Record using your **phone camera**
- Use **realistic settings** (avoid overly staged scenes)
- Prefer **clear audio, natural lighting, and steady shots**

Please submit both tasks in this group once completed.
Looking forward to your creativity and progress!



Reviewed By
Syed Haneef Hussain
Creative Lead & Lead Mentor FLARE