

## **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!



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