

Project Design Phase-I
Proposed Solution

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Team ID	Team-593033
Project Name	Fake/Real Logo detection using deep learning
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Proposed Solution :

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Detecting fake or real logos to protect brands, prevent fraud, and ensure the authenticity of products or services.
2.	Idea / Solution description	Leveraging the power of deep learning and CNNs to develop an automated and accurate approach for logo detection and authentication.
3.	Novelty / Uniqueness	The proposed approach utilizes VGG19, a popular CNN architecture, for logo detection and authentication. This is a novel approach, as VGG19 has not been widely used for this specific task.
4.	Social Impact / Customer Satisfaction	The proposed approach can help protect consumers from being deceived by counterfeit products or unauthorized logo usage. It can also help businesses protect their brands and reputations.
5.	Business Model (Revenue Model)	The proposed approach can be commercialized by offering it as a software service to businesses. Businesses can use the service to authenticate their products or services and to detect unauthorized logo usage.
6.	Scalability of the Solution	The proposed approach is scalable, as it can be applied to a wide range of logo images and businesses. It can also be deployed on cloud platforms to accommodate large volumes of data and traffic.