**Project Design Phase-I**

**Proposed Solution**

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| Date | 26 October 2023 |
| Team ID | PNT2022TMIDxxxxxx |
| Project Name | Fake/Real Logo detection using deep learning |
| Maximum Marks | 2 Marks |

**Proposed Solution :**

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| **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. |