	Idea	Idea 1	Idea 2	Idea 3
Problem	What is the problem?	Advertisement Industry is huge. The money spent on advertising is a lot in India and abroad. I noticed that the money spent on advertisements primarily goes to design the creative aspect of the advertisement including the story/context deciding, direction etc which is primarily taken care of by the creative director and his team. Despite this, the advertisement made need not be a hit or well received by the audience.	Toxic marketing is something that we have all seen. Education is one such sector where we have abundant examples for the same. Be it Byju's targetting 6th grade students with 8th grade problems to create an illusional lack of understanding to Allen purchasing rankers to push their brand, we have seen it all. Marketing students are taught how to exploit customer psychology to make an artificial requirement in their minds. This has created a toxic culture and has pushed materialism beyond our wildest imaginations.	Language barrier is a real problem in a country like India. A local translation device is necessary. English is definitely a solution but a foreign language will remain a foreign language to Indians and preservation of local languages would become much simpler.
	Who is facing the problem?	The advertisement industry	Society in general. But targetted at making the marketing industry function better with ethics	People who travel between states, government servants, etc.
	How serious is it?	The amount spend on the creative team is pretty huge. But despite that, the major problem here is the lack of certainity about how the audience will receive the advertisement	Pretty serious considering the kind of void that toxic marketing creates in the minds of customers	The problem is not serious to an extent that it requires immediate solution. But a solution would be something that could make the lives of a lot of people much simpler.
Solution	How will your solution solve the problem?	I intend to create a model that would replace the creative director and would use historical data to determine what kind of advertisement would fit best for a particular product while simultaneously keeping in mind that the audience looks for innovative and freshness in advertisements	The idea is to create an application that enables customers to identify their needs and make intelligent purchase decisions. The data mined from this application can be used to prepare reports for corporates to make them act responsibly and also allow them to target the right set of customers. This woud also let them identify the loopholes in their advertisement strategies. This makes the startup primarily a B2B startup. We can make customers come back to use the application by helping them develop a clarity of thoughts and decision making skills through a set of activities which would be provided at zero cost.	My solution will help primarily the non-english speaking population and help us identify ourselves with our local languages while simultaneously preserving the unification factor that English brings.
	What is innovative about the solution?	I do not think such an idea was previously implemented earlier	Mental health support for customers, less toxic marketing for the society and better marketing strategies for corporates. It accomodates everyone	The solution would be an extension of translators for Indian languages
	Core technology used to solve the problem	NLP, CV and data analytics	Data analysis, Cognitive sciences	Machine Translation