Idea Pitching Prompt | Intra CW 2020

In a world crippled by disease and with countries still waging wars for territory all of mankind is going through a tough phase and will surely come through this stronger and equipped , but there are some who may not survive this pandemic and the ramifications that follow.

Sitting at home most of us are still living a luxurious and comfortable lives while *labourers/street vendors and small farmers* are barely making ends meet. Most who had come to the city to earn a living have returned to their villages out of desperation reverting to the agrarian lifestyle which they had once tried to escape.

Since the lockdown throughout the nation began over 3 months ago suicide has become the leading cause of death amongst the destitute who are desperate for a new source of income.

Your challenge is to develop an idea for a digital product (app or website) or service as a solution to this strata of the country in dire times.

Explain all the different aspects of your idea in a google doc; tell us what makes your idea unique and feasible, explain all the technical and economic aspects of it and support your claims with real data.

We strongly advise you to add any additional content such as mockups/prototypes of your product. This is not required but will positively impact your entry.

The links to your google doc and any other materials must be submitted *here*.

Submission Deadline: 20th July, 2020, 11:42 PM.

Good luck and don't panic.