Pranalika

1. Introduction
Smart Tag based business plan competition. Ae you the one who loves the idea of spearheading something innovative? Prometeo brings Pranalika for you! 72-hour long ideation focuses on futuristic field of IoT. Pranalika will surf you through this exciting ride of creativity to design and build an envisioning future. It trains your brain for a perfect business plan tinkers your senses to bring out a real-time field-based problem of Samsung given and evaluate by industry experts. Let's hack let's tag.

2. Problem Statement
Build growth strategy to increase sales and usage of Galaxy SmartTags in India.

3. Event Structure:
- Platform: **D2C**
- Select a target market where there will be high adoption for RTLS Service through
- BLE based devices.
- Consider both B2B and B2C scenarios
- Segment and target a market need, understand the problems and build solutions.
- Present case for acquisition and on-boarding of users
- Build strategy for engagement retention
- Present business model for revenue generation (video of length not more than 3 minutes (not a hard deadline))
- Team size : 1-3 members

4. Expected Deliverables:

- Build an understanding of Galaxy SmartTag product
- Identify key user needs and propose potential use cases
- Do requisite Market study, Secondary research analysis to back you idea/strategy
- Provide phase wise launch plans and fall-backs for any discrepancies
- Provide revenue sources and showcase growth

5. Submission type : A 3 minute **video presentation** describing the above problem (in MP4 format).

It is a huge plus if there is an existing working prototype or live version of your App.

Remarks : *All decisions taken by the organizing team will be deemed as final, and no more changes will be encouraged, thus holding the full authority to change any of the above rules as per circumstances.*

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