



**INSTITUTION'S INNOVATION COUNCIL
MOE'S INNOVATION CELL**



Institute Name:
GOVERNMENT COLLEGE, ROPAR

Title of the Innovation/Prototype:
Nisha Designer

Team Lead Name:
Tabbsum

Team Lead Email:
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Team Lead Phone:
9041368552

Team Lead Gender:
Female

Website (if any):
<http://www.instagram.com/nishadesigner786>

Startup/Venture Registered as:
Not Yet Registered as an entity

Does your Startup/Venture Recognized by DPIIT, Startup India?:
No

Name a Key Innovation which is Core to the Startup /Venture:
Not Yet Registered as an entity

Year of Started Receiving Pre-incubation/IncubationSupport for the Development of Innovation-Startup from the Institute (FY):
2021-22

The Key Innovation which is Core to your Startup /Venture was Developed as:
Independent Assignment/Non-academic Study Project

Choose the Type of Innovation:
Product,Service

TRL LEVEL:
8

The Sector/Domain of Focus of the Innovation/Startup / Venture:
Consumer Goods and Retail,

Define the problem and its relevance to today's market / society / industry need:
The boutique has a wide variety of Stuff Which leads to many times unfulfillment of customer requirements despite being present All around. This mostly causes end up Customer Dis-satisfaction as his need is not able to meet properly!!!

Describe the Solution / Proposed / Developed:

Explain the uniqueness and distinctive features of the (product / process / service) solution:

How your proposed / developed (product / process / service) solution is different from similiar kind of product by the competitors if any:

Is there any IP or Patentable Component associated with the Solution?:

No

Did the venture/startup receive any innovation grant from the Institute?

No

Did the venture/startup receive any innovation grant from any external sources, so far?

No

Did the venture/startup raise any Angel/Venture Capital Investment so far?

No

Are there any recognitions/awards received by the venture/startup for the innovation in National/International Competitions?:

No

Upload the Audited copy of the financial Statement clearly indicating the FY and Annual turnover amount of Rs. 50 Lakhs or above:

No

Define the Problem – Solution fit achieved/to be achieved by the Startup: Briefly explain the relevance of the innovative solutions are being offered by the startup and what/whose problem (Industry/Society/Market) these are solving:

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Define the Product-Market fit achieved/ to be achieved by the Startup: Briefly explain the readiness levels (Technology Readiness Level and Manufacturing Readiness Level) of innovations/solutions offered by the startup to meet the customer need/requirement.

We do Need analysis of Consumer's requirements properly & Provide the best possible solution as per their Requirement.



Detail the potential market size and target customers/segment (Total Available Market - TAM, Serviceable Available Market - SAM, Serviceable Obtainable Market - SOM):

Womens who look for Customizable Solutions.

Detail the Business fit achieved/ to be achieved by the Startup: Briefly explain the business model readiness level of innovations to be commercialized. Business Traction Achieved for the innovation if any, briefly explain the customer traction achieved for the innovations or solutions offered by the Startup as an attempt to commercialization:

We provide the best possible Customizable Solutions as per one requirement

Highlight any competitive advantages such as Intellectual property (IP) or any Unique Selling Proposition (USP) etc. associate with the product/service/business model/startup:

As we are providing the Best Customizable Solutions to the Consumer, That are USP in this Domain.

Video URL:

<http://www.instagram.com/nishadesigner786>

Innovation Photograph:

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