

THINK BIZ 3.0

"BUSINESS IDEA COMPETITION"
BY KK MODI UNIVERSITY, DURG



HOW TO PARTICIPATE :

1. Register a Team of Minimum 2 or Maximum 4.
2. For Preparation of Business Idea, Kindly Visit On Link [🔗](#) or Scan QR
3. Exciting Cash Prices for Winner's*

START YOUR JOURNEY BY INVITING KK MODI UNIVERSITY EXPERTS TO YOUR SCHOOL CAMPUS OR VISIT KKMU FOR ONE DAY BOOT CAMP ON "HOW TO PREPARE A BUSINESS PLAN - GIVE WINGS TO YOUR IDEA"

BOOT CAMP FOR YOUR BUSINESS IDEA

**BIG IDEA
BOOTCAMP**

THINK BIZ-
WINGS TO YOUR
BUSSINESS-IDEA



THINK BIZ
GLIMPSES



THINK BIZ
GLIMPSES

BUSSINESS IDEA

- A business idea is a concept or plan for a **product, service, or solution that addresses a specific need or problem** in the market. It forms the foundation for creating a **new business or improving an existing one.**





SOLUTION TO A PROBLEM

Quiz-1-Problem/Solution

- **Identified Problem**

- consumers find it inconvenient to visit restaurants for meals due to time constraints or prefer to eat at home, but local delivery options are limited, slow, or unreliable.

- **Problem**

- Inconvenience in Ordering and Delivery of Food

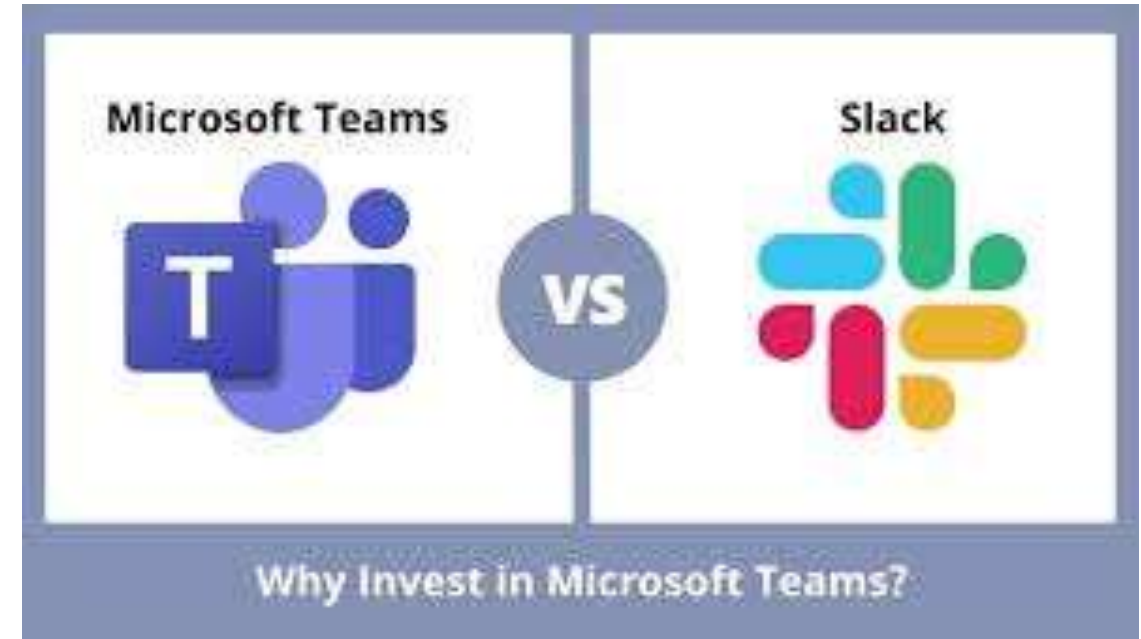
- **Solution**



Quiz-2-Problem/Solution



- **Identified Problem**
 - Companies with remote or distributed teams faced significant challenges in maintaining effective communication and collaboration due to the lack of suitable digital tools.
- **Problem**
 - Difficulty in Remote Team Collaboration
- **Solution**



Quiz-3-Problem/Solution



- **Identified Problem**
 - Many people lack access to regular health monitoring, especially those who cannot frequently visit healthcare providers or lack awareness about their fitness levels.
- **Problem**
 - Limited Access to Health Monitoring and Diagnostics
- **Solution**



Quiz-4-Problem/Solution



- **Identified Problem**
 - Many students in India, especially in remote or underprivileged areas, lack access to quality education resources and personalized learning opportunities.
- **Problem**
 - Dependency on School
- **Solution**



Quiz-5-Problem/Solution



- **Identified Problem**

- Traditional taxi services often faced challenges like lack of availability, poor customer service, and opaque pricing, making them less reliable for urban commuters.

- **Problem**

- Inefficiency in Taxi Services

- **Solution**





Solutions

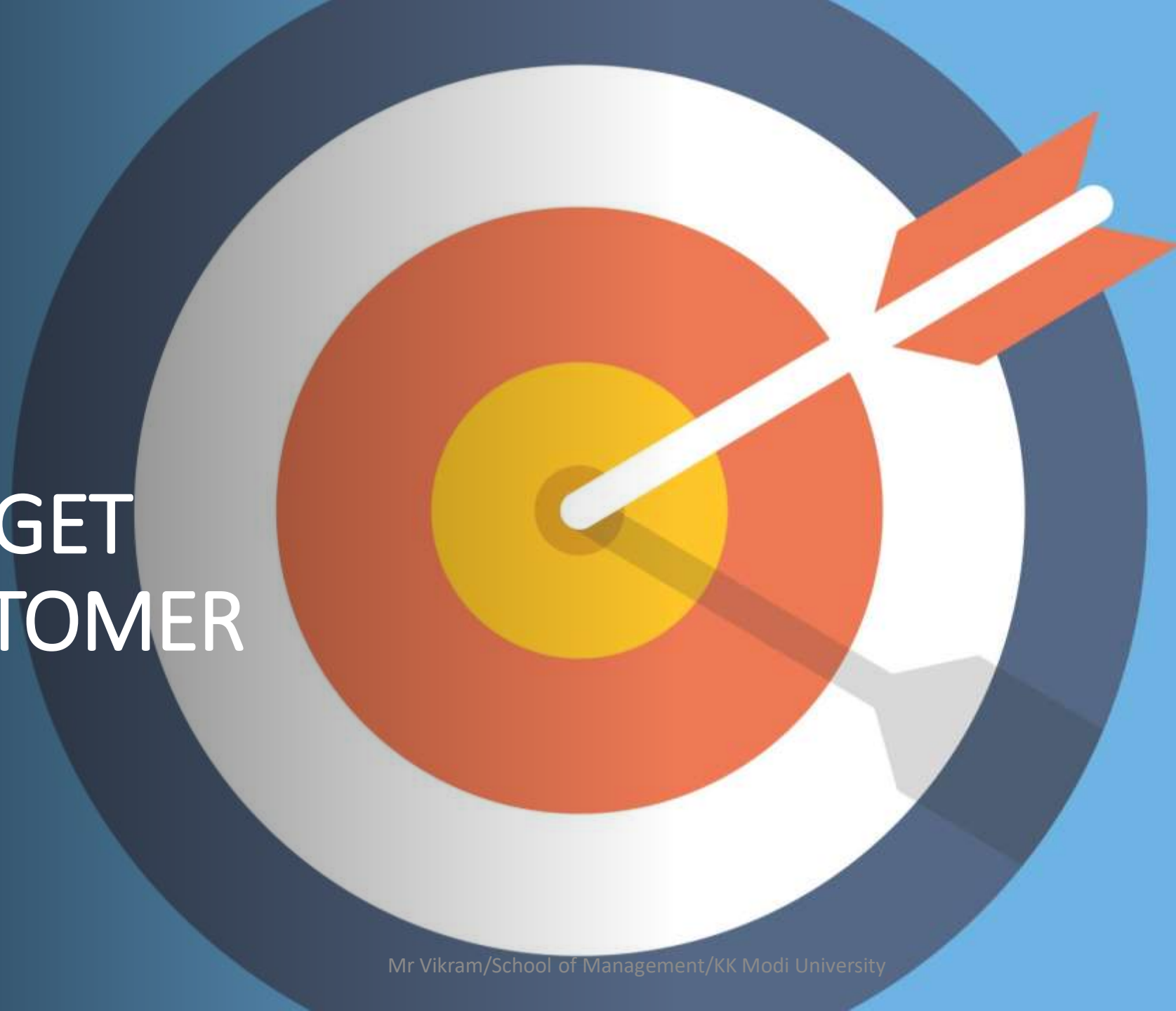
Product Vs Services



FAB



TARGET
CUSTOMER



Customer Profiling

- **Demographics:**

- Age: Determines life stage and purchasing power (e.g., teens, young adults, seniors).
- Gender: Influences product preferences and marketing strategies.
- Income: Affects spending capacity and product affordability.
- Education: Can indicate interests and knowledge level (e.g., high school, college, postgraduate).
- Occupation: Provides insight into daily routines and needs (e.g., office workers, manual laborers).
- Location: Affects product needs based on local culture, climate, and regional trends.

Customer Profiling

- **Geographic Factors:**
 - Region: Preferences based on regional cultures and practices (e.g., urban vs. rural preferences).
 - Climate: Weather conditions influencing product needs (e.g., air conditioners in hot climates, warm clothing in cold areas).
 - Urban vs. Rural: Differences in needs and access (e.g., urban areas might need more convenience products, rural areas might need basic essentials).

Customer Profiling

Psychographics:

Customer Needs and Pain Points:

Purchase Triggers:

Additional Factors to Consider:

- **Customer Feedback**
- **Market Trends:**
- **Competitor Analysis:**

Design a Business Idea & Presentation

