

Write To Influence: The Word-Slinger Showdown!

Round 3

Problem Statements

Remote Isolation: Work-from-home employees feel disconnected and demotivated.

1. Solution Snapshot

Bleep the Team is a gamified platform designed for employees who work from home and lose touch with other employees, which leads to isolation and demotivation. Bleep the Team provides a platform where you can add your subordinates, make a streak with them about work, know their mood, and play with them. Show your talent in corporate but show your talent in games too. An opportunity for networking and understanding each other. Know about their skills and how you can work with them—along with fun.

2. 5-Year-Old Explanation

Consider sitting and connecting with your friend from one corner to another and telling them updates of your day-to-day life while playing games, sharing pictures, and adding your other friends too. Feeling like a break in school? Feel the same at home too.

3. CEO Explanation

Bleep the Team doesn't only help in eradicating the demotivation built in an employee. Stuck at work? Unable to connect with employees? Emotional burnout? Bleep the Team helps in bringing your co-workers closer to you. How? Simply go to the platform, connect with your subordinates or other members of the office. Make streaks with them, play games with them, know their skills such as analytical or collaborative skills. Helps in making you feel like you are with them physically.

4. Marketing Reflection

For a 5-year-old child, the explanation was lively and engaging, showing how fun it can be. For a CEO, it felt like defining all factors properly—balancing them out, such as how it will help, how it will motivate employees, and how employees will feel like they are together with their colleagues and not feel detached. The key difference in both was personalization and storytelling according to the audience.

5. Prototype

