## Submission Form for 3I Competition

### Overview

| **Field** | **Details** |
| --- | --- |
| Entity Name |  |
| License Type |  |
| Submission Type | *Team or individual entry* |
| Team Details (if applicable) |  |
| Use Case Name |  |
| Use Case Status | *Live/UAT* |
| Business Problem Solved | *Describe the problem AA use cases address* |
| Alignment with Business Objectives | *Explain how it aligns with your organization's strategy* |
| Products/Journeys with AA Rolled Out | *Brief description and the names of the products or customer journeys in which the Account Aggregator (AA) ecosystem has been rolled out* |

### Business Impact Assessment

| **Metric** | **Details** |
| --- | --- |
| AA Customers Acquired | *Total new customers acquired via AA* |
| % Penetration | *% of customers sourced through AA out of total customers* |
| Efficiency Gains | *Reduction in processing time, improved decision-making, Cost Savings (₹), and efforts saved.* |
| User Experience Improvements | *Enhanced User Experience and Reduction in time taken to complete the journey, any enhanced personalization that was enabled because of AA, any insights on customer retention metrics* |
| Competitive Differentiation |  |

### For Use Cases in UAT

| **Metric** | **Details** |
| --- | --- |
| Estimated Go-Live Date |  |
| Total Addressable Market (TAM) |  |
| Efficiency Gains | *Reduction in processing time, improved decision-making, Cost Savings (₹), efforts saved, etc* |
| User Experience Improvements | *Expected outcomes* |

### Work Products & Future Plans

| **Field** | **Details** |
| --- | --- |
| Demo Journey Overview | *Front-end and Back-end demo (features and processes)* |
| Customer Testimonial(s) |  |
| Scalability & Future Expansion Plans |  |