



THE FASHION STUDIO

KRVE LIVE BUSINESS PROJECT PROGRAM

Detailed Program Dossier, Operating Blueprint & Candidate Guide

KRVE - The Fashion Studio
An Early-Stage Fashion & E-Commerce Venture
Duration: 4-6 Weeks

Program Type	Live Business Project
Target Participants	MBA / Management / Commerce / Technology / Design-oriented students
Functional Areas	Marketing, Sales, Finance, HR, Operations, Product & Fashion Research, Technology & E-Commerce, Customer Experience
Evaluation	100-point structured performance framework
Completion Outcome	Verified Certificate ID for successful completion

Move into style.

1. Executive Summary

The KRVE Live Business Project Program is a structured experiential-learning initiative designed to allow students to work on real business requirements of KRVE - The Fashion Studio, an early-stage fashion and e-commerce venture. The program bridges classroom learning and practical execution by assigning participants measurable work across business functions and evaluating them against defined outcomes.

The program is not positioned as a guaranteed internship or employment program. It is a live-project engagement in which participants may contribute to research, marketing, sales support, process improvement, business analysis, e-commerce, customer experience and other approved functions. Strong performers may be considered for future internship or core-team opportunities, subject to KRVE's requirements.

1.1 Core Program Objectives

- Give students exposure to an early-stage venture and real operating decisions.
- Create measurable business outputs for KRVE across multiple functional areas.
- Evaluate participants through a transparent 100-point performance framework.
- Identify high-performing students for possible future internship or core-team consideration.
- Create a documented, verifiable project-completion system with unique Certificate IDs.
- Build a repeatable live-project pipeline that can be coordinated through KEOS.

1.2 Program Principles

- Real business problem, real deliverable, real review.
- No misleading promise of employment, stipend or placement.
- Confidentiality and responsible handling of KRVE business information.
- Performance is based on contribution and quality, not only participation.
- All participant records, tasks, evaluations and certificates should be tracked centrally.

1.3 Venture Positioning & Disclosure

Recommended public positioning: “KRVE - The Fashion Studio | An Early-Stage Fashion & E-Commerce Venture | Live Business Project Program.”

This wording is deliberately designed to avoid implying that KRVE is a registered company if registration has not yet been completed. Any external notice, brochure, certificate or faculty communication should remain consistent with the venture's actual legal status.

2. Program Structure

2.1 Duration

Standard project duration is 4-6 weeks. A shorter or longer duration may be approved for a specific project if the scope requires it. A 6-week structure is recommended for the first cohort because it provides sufficient time for onboarding, research, execution, mid-project review and final presentation.

2.2 Participant Journey

Stage	Phase	What Happens
Stage 1	Application	Candidate submits profile, preferred function, skills, motivation and availability.
Stage 2	Screening	KRVE reviews relevance, motivation, basic capability and commitment.
Stage 3	Shortlisting / Interaction	Shortlisted candidates may be contacted for a brief interaction or task.
Stage 4	Selection	Candidate is selected, waitlisted or rejected.
Stage 5	Project Allocation	Selected candidate receives project code, functional area, project title, coordinator and timeline.
Stage 6	Weekly Execution	Candidate completes assigned weekly tasks and submits evidence/work links.
Stage 7	Evaluation	KRVE evaluates the candidate using the 100-point framework.
Stage 8	Completion	Eligible participants receive a verified certificate; high performers may be considered for future opportunities.

2.3 Suggested Cohort Size

For the first cycle, a cohort of approximately 12-24 participants is operationally manageable if students are divided across functions and each function has a defined project owner or reviewer. Starting smaller is preferable to accepting more students than KRVE can meaningfully supervise.

2.4 Delivery Mode

- Hybrid or remote-first execution is suitable for research, marketing, finance, HR, technology and analytics assignments.
- Offline interaction may be used for orientation, faculty review, product research, presentations or specific field tasks.

- All official task allocation, submissions and evaluation should be recorded in KEOS wherever possible.

3. Governance & Roles

3.1 Founder / KRVE Program Owner

- Approves project scope, cohort size, timelines and final participant decisions.
- Ensures projects reflect actual KRVE requirements.
- Reviews high-impact deliverables and final evaluations.
- Authorizes certificate issuance and future opportunity decisions.

3.2 Faculty / Academic Project Coordinator

A faculty member may be invited to act as an academic coordinator or mentor only with their consent and the institution's approval where required. The faculty coordinator can provide academic oversight, help ensure project quality and coordinate with students. The role should not imply legal or operational responsibility for KRVE unless separately agreed.

3.3 Functional Reviewer / Mentor

Each function should ideally have a reviewer responsible for clarifying tasks, reviewing deliverables and recording feedback. Where KRVE does not yet have a full internal team, reviewers may include the founder, selected faculty mentors, domain volunteers or approved external advisers.

3.4 Participant

- Complete assigned tasks on time and to an acceptable standard.
- Communicate progress and blockers professionally.
- Maintain confidentiality of non-public business information.
- Do not make unauthorized commitments to customers, vendors, institutions or third parties.
- Submit original work and clearly cite external sources where relevant.

4. Functional Project Areas & Detailed Scope

4.1 Marketing & Brand

Typical Work

- Conduct customer and competitor research for target categories.
- Build campaign briefs for Instagram, Meta, email, website and campus activation.
- Develop content calendars and campaign measurement dashboards.
- Analyse customer personas, positioning, value proposition and brand perception.
- Track reach, engagement, leads, traffic and campaign conversion where data is available.

Example Deliverables

- Competitor benchmarking deck
- 30-day content calendar
- Campaign plan with KPIs
- Customer persona report
- Marketing performance summary

4.2 Sales & Business Development

Typical Work

- Develop lead lists and customer outreach plans under approved KRVE processes.
- Support campus or referral-based sales campaigns.
- Track leads, customer contacts, orders, returns and cancellations.
- Identify partnerships, institutional orders and B2B opportunities.
- Record attributable revenue using approved referral or project codes.

Example Deliverables

- Sales pipeline tracker
- Lead-generation plan
- Weekly outreach report
- Partnership opportunity list
- Attributed order/revenue summary

4.3 Finance & Business Analysis

Typical Work

- Analyse product-level margins and pricing.
- Prepare simple unit-economics models and profitability views.
- Support cash-flow planning, expense classification and management reporting.
- Compare payment costs, logistics costs, returns impact and contribution margin.
- Prepare decision-support analysis for founder review.

Example Deliverables

- Product margin model
- Pricing analysis
- Cash-flow forecast
- Cost structure report
- Management dashboard

4.4 Human Resources

Typical Work

- Design job descriptions, internship structures and recruitment workflows.
- Support application screening rubrics and interview scorecards.
- Create onboarding checklists, attendance/process documents and performance forms.
- Help structure KRVE's early-stage organization and role definitions.
- Support live-project candidate coordination and documentation.

Example Deliverables

- Role/JD library
- Recruitment workflow
- Onboarding checklist
- Performance scorecard
- HR documentation pack

4.5 Operations & E-Commerce

Typical Work

- Map order-to-delivery workflow and identify process gaps.
- Analyse inventory, returns, cancellations and customer service issues.
- Create SOPs for order handling, packaging, fulfillment and escalation.
- Support vendor or supply coordination research.
- Recommend improvements to e-commerce operating processes.

Example Deliverables

- Order process map
- Operations SOP
- Return/cancellation analysis
- Vendor process checklist
- Process improvement report

4.6 Product & Fashion Research

Typical Work

- Research current category, design, colour, fit and price trends.
- Benchmark competitors and identify product gaps.
- Create product briefs for KRVE collections.
- Analyse customer feedback and product review themes.

- Recommend product concepts backed by market evidence.

Example Deliverables

- Trend research report
- Competitor product matrix
- Product concept brief
- Customer feedback analysis
- Collection recommendation

4.7 Technology & E-Commerce

Typical Work

- Support website QA, feature testing and user-flow analysis.
- Document bugs, usability issues and conversion blockers.
- Assist with dashboards, APIs, data flow or automation under approved scope.
- Research AI-enabled commerce features and user experience improvements.
- Prepare technical documentation for implemented or proposed workflows.

Example Deliverables

- Website QA report
- Feature requirements document
- User-flow audit
- Bug tracker
- Technical process documentation

4.8 Customer Experience

Typical Work

- Map customer journey from discovery to delivery and after-sales.
- Build FAQ, support scripts and escalation guidelines.
- Analyse customer complaints, returns and satisfaction feedback.
- Recommend service improvements and retention interventions.
- Support review and feedback collection systems.

Example Deliverables

- Customer journey map
- Support FAQ
- Escalation matrix
- Complaint analysis
- CX improvement plan

5. Recommended 6-Week Execution Blueprint

Week 1 - Orientation & Diagnosis

- Program orientation and confidentiality briefing.
- Project allocation and functional briefing.
- Baseline research and problem definition.
- Set project KPIs, milestones and evidence requirements.

Week 2 - Research & Planning

- Primary/secondary research as applicable.
- Competitor, customer or process analysis.
- Develop execution plan and first deliverable.
- Weekly review with feedback.

Week 3 - Execution Sprint 1

- Implement approved activities.
- Collect data, leads, content, analysis or process evidence.
- Submit progress report and blockers.
- Reviewer scoring/feedback on first major deliverable.

Week 4 - Execution Sprint 2

- Improve output based on feedback.
- Continue campaign/sales/research/process execution.
- Mid-project review and course correction.
- Update project KPIs and performance record.

Week 5 - Consolidation & Business Impact

- Complete major project deliverables.
- Quantify outcomes: revenue, leads, insights, savings, process improvements or recommendations.
- Prepare final report and presentation.
- Resolve pending documentation.

Week 6 - Final Presentation & Evaluation

- Final presentation / viva / review.
- 100-point performance evaluation.
- Submission of final files and evidence.
- Project closure, certificate decision and future-opportunity review.

5.1 Optional 4-Week Fast Track

For smaller projects, Week 1 and Week 2 may be combined, and Week 4 may include both final execution and presentation. The same evaluation framework should still be used to maintain consistency.

6. Performance Evaluation Framework

Criterion	Marks	Evaluation Basis
Task Quality	25	Accuracy, depth, professionalism, usefulness and completeness of assigned work.
Timeliness	15	Meeting agreed deadlines, reliability and consistency.
Initiative	15	Proactiveness, problem-solving and willingness to go beyond minimum instructions.
Teamwork	10	Communication, collaboration, professionalism and responsiveness.
Business Impact	20	Measurable value created for KRVE: insights, sales, leads, process improvement, cost savings or strategic usefulness.
Final Presentation	15	Clarity, structure, evidence, learning, recommendations and ability to answer questions.

6.1 Suggested Grade Bands

Score	Band	Interpretation
90-100	Outstanding	Strong candidate for future opportunity consideration.
80-89	Excellent	High-quality performance with clear business contribution.
70-79	Very Good	Successful completion with good project quality.
60-69	Good	Meets program requirements with acceptable performance.
Below 60	Needs Improvement	Certificate may be withheld or marked incomplete depending on project policy.

7. Sales Contribution & Revenue Attribution

Sales-oriented live projects may include customer outreach and real sales support, provided activities are authorized by KRVE and participants do not make unapproved representations, discounts, commitments or financial promises.

7.1 What May Be Tracked

- Leads generated
- Customers contacted
- Orders attributed
- Gross revenue attributed
- Returns and cancellations
- Net effective order contribution
- Campaign/referral code used
- Notes/evidence supporting attribution

7.2 Revenue Should Not Be the Only Performance Metric

A participant should not be evaluated only on sales. Research quality, process improvement, customer insights, operational contribution and problem-solving can create significant business value even when direct revenue is not generated.

7.3 Ethical Sales Controls

- No collection of customer money into personal accounts.
- No unauthorized discounting or promises.
- No misuse of customer personal information.
- All orders should flow through approved KRVE channels.
- Referral attribution should be auditable in KEOS or another approved system.

8. Digital Operating System: Website -> Central API -> D1 -> KEOS

The recommended operating model is to treat KEOS as the internal control center and the KRVE customer website as the public application interface. All live-project records should pass through a controlled API and be stored centrally.

Step	System	Purpose
1	Careers Page	Public entry point on KRVE website.
2	Live Projects Page	Program details, functional areas, process and Apply Now.
3	Application Form	Captures candidate profile and preferences.
4	Central API	Validates and writes candidate/project

		data.
5	Cloudflare D1	Stores applications, project settings, tasks, evaluations, sales and certificates.
6	KEOS Live Projects	Founder review, selection, allocation, task tracking, evaluation, sales and certificate issuance.
7	Public Verification	Certificate ID can be verified on KRVE website.

8.1 KEOS Live Projects Modules

- Overview Dashboard: applications, selected, active, completed, certificates and revenue.
- Applications: search, filter, shortlist, interview, select, waitlist and reject.
- Students: project allocation, coordinator, project dates and referral codes.
- Tasks: weekly task assignment and status tracking.
- Performance: 100-point evaluation and remarks.
- Sales: lead, order and revenue contribution.
- Certificates: completion decision and verified Certificate ID.

8.2 Minimum Record Set

- Application number and candidate identity/contact data.
- College, course, year/semester and preferred department.
- Skills, experience, motivation, availability and resume/LinkedIn links.
- Selection status and reviewer notes.
- Project code, title, department, coordinator, start/end dates.
- Weekly tasks, due dates, submission evidence and scores.
- Evaluation breakdown and final grade.
- Sales attribution records where applicable.
- Certificate ID and issue date.

9. Candidate Application & Selection Framework

9.1 Required Application Fields

- Full name
- Email address
- Mobile number
- College / University
- Course / Program
- Year / Semester
- Preferred Department
- Weekly Availability
- Skills
- Experience / Certifications
- Motivation for joining KRVE Live Project

9.2 Optional Application Fields

- LinkedIn profile
- Resume / CV link
- Portfolio / project link
- Relevant achievements

9.3 Suggested Screening Scorecard

Screening Criterion	Weight
Motivation & seriousness	25
Relevant skills	25
Communication / clarity	15
Availability / reliability	15
Role fit	20

9.4 Selection Statuses

- Applied
- Shortlisted
- Interview / Interaction
- Selected
- Waitlisted
- Rejected
- Active
- Completed

10. Certificate System

10.1 Certificate Eligibility

- Project marked completed.
- Required deliverables submitted.
- Final evaluation completed.
- No serious conduct or integrity issue.
- Minimum completion threshold defined by KRVE has been met.

10.2 Certificate Content

- Participant name
- Project title / functional area
- Project duration
- Completion date
- Certificate ID
- Authorized signatory
- Verification URL or verification instruction

10.3 Recommended Certificate ID Format

Example: KRVE-LP-2026-MKT-0001. The ID should be unique and stored in D1/KEOS so a public verification page can confirm certificate validity.

10.4 Certificate Disclaimer

The certificate should describe the engagement accurately as a live business project. It should not state or imply employment, salary, internship status or an academic credit unless those facts are separately true and approved.

11. Faculty & Institutional Coordination

11.1 Faculty Coordinator Role

- Academic guidance and quality oversight.
- Help align project with learning outcomes where institutionally relevant.
- Provide feedback on project scope or evaluation structure.
- Facilitate communication with students where formally approved.

11.2 Questions Faculty May Ask

- What exactly is KRVE and what is its current legal status?
- Who will supervise the students?
- What are the learning outcomes?
- Will students be asked to sell products?
- Is there any fee, stipend or financial obligation?
- How will student data be handled?
- What happens if a project fails or a student drops out?
- What is the evaluation and certificate process?

- Is the project academically recognized by the institution?
- What evidence of completion will be maintained?

11.3 Recommended Responses

KRVE should answer factually and avoid overclaiming. Where institutional approval or academic credit is required, the institution's policy controls. KRVE can offer the project independently, but should not claim official university recognition without explicit approval.

12. Fees, Stipend & Participation Policy

12.1 Participation Fee

For the initial cohort, a zero-fee participation model is recommended. Charging students for an early-stage venture live project can create trust and institutional approval challenges unless there is a clearly justified training/service component. A no-fee model also strengthens the proposition that participants are contributing to real business work rather than purchasing a certificate.

12.2 Stipend

A stipend is not mandatory for a short live project if the engagement is genuinely project-based and not represented as employment. If KRVE later offers internships or recurring operational work, the commercial and legal structure should be reviewed separately.

12.3 Participant Expenses

Any participant expense requirement should be disclosed in advance. Students should not be expected to spend personal money on ads, tools, products, customer incentives or travel without prior written approval and a clear reimbursement arrangement.

13. Confidentiality, Data & Conduct

13.1 Confidential Information

- Non-public sales, customer, supplier, pricing and financial information.
- Internal system credentials or access methods.
- Unreleased product designs or business plans.
- Internal documents, dashboards, source code or process information.

13.2 Data Handling

- Collect only information needed for selection and project administration.
- Restrict KEOS access based on participant role.
- Do not share customer personal data unless necessary and authorized.
- Revoke project access after completion.
- Maintain an audit trail for important project changes.

13.3 Conduct Expectations

- Professional and respectful communication.
- No harassment, discrimination or abusive conduct.
- No plagiarism, fabricated data or false reporting.
- No unauthorized use of KRVE brand, logo or materials.
- No public disclosure of confidential work without permission.

14. Program Risks & Controls

Risk	Control

Insufficient supervision	Limit cohort size; assign clear reviewer for each function.
Low-quality deliverables	Use weekly milestones, templates and scorecards.
Overclaiming company status	Use early-stage venture wording and accurate disclosures.
Misleading certificate claims	Certificate should state live project only and be verifiable.
Student data/privacy risk	Collect minimum data, restrict access and retain securely.
Unauthorized sales activity	Use approved scripts, referral codes and checkout channels.
Participant dropout	Set attendance/commitment expectations and maintain waitlist.
Conflict with academics	Allow flexible scheduling and coordinate with faculty where applicable.

15. Program KPIs & Management Dashboard

15.1 Cohort KPIs

- Applications received
- Shortlisting rate
- Selection rate
- Active participants
- Completion rate
- Average evaluation score
- Certificates issued
- High performers identified
- Participant dropout rate

15.2 Business Impact KPIs

- Leads generated
- Orders/revenue attributed
- Marketing outputs delivered
- Research insights adopted
- SOPs/process improvements created
- Product ideas shortlisted
- Bugs/issues identified and resolved
- Cost/time savings identified

15.3 Program Quality KPIs

- On-time task completion rate
- Average reviewer satisfaction
- Number of revisions required per major deliverable
- Participant feedback score
- Faculty/mentor feedback where applicable

16. Standard Documents & Templates

The following documents should be standardized for repeatability and professional administration:

- Program Notice / Brochure
- Application Form
- Shortlisting Email / Letter
- Selection Letter
- Project Allocation Letter
- Confidentiality / Conduct Acknowledgement
- Weekly Task Sheet
- Weekly Review Form
- Mid-Project Review

- Final Evaluation Sheet
- Completion Certificate
- Certificate Verification Record
- Internship / Future Opportunity Letter (only where genuinely offered)

17. Launch Checklist

- ☐ Careers page published.
- ☐ Live Projects information page published.
- ☐ Program Details PDF published.
- ☐ Application form working.
- ☐ Central API endpoint working.
- ☐ D1 tables created and verified.
- ☐ KEOS Live Projects dashboard connected.
- ☐ Selection statuses tested.
- ☐ Project allocation workflow tested.
- ☐ Weekly task workflow tested.
- ☐ Evaluation workflow tested.
- ☐ Sales attribution workflow tested.
- ☐ Certificate generation and public verification tested.
- ☐ Program notice/approval communication prepared.
- ☐ First cohort size and timeline approved.

18. Annexure A - Sample Project Allocation

Participant: _____

Application No.: _____

Project Code: _____

Department: _____

Project Title: _____

Coordinator / Reviewer: _____

Start Date: _____ End Date: _____

Project Objective

Key Deliverables

1. _____
2. _____

3. _____

Success Metrics

4. _____

5. _____

19. Annexure B - Weekly Review Format

Week	Task	Status	Reviewer Feedback	Score
Week 1				
Week 2				
Week 3				
Week 4				
Week 5				
Week 6				

20. Annexure C - Final Evaluation Sheet

Criterion	Max	Awarded
Task Quality	25	
Timeliness	15	
Initiative	15	
Teamwork	10	
Business Impact	20	
Final Presentation	15	
TOTAL	100	

Evaluator Name: _____

Final Remarks: _____

Certificate Decision: ☐ Issue ☐ Hold ☐ Not Eligible

21. Annexure D - Recommended Public Disclaimer

Suggested wording: KRVE - The Fashion Studio is presented as an early-stage fashion and e-commerce venture. The Live Business Project Program is a project-based experiential-learning opportunity. Participation does not guarantee employment, internship, stipend, academic credit or

placement. Project scope, selection, timelines and certificate eligibility are subject to KRVE's program requirements.

22. Final Program Positioning

The KRVE Live Business Project Program should be positioned as a professional, measurable and transparent business-project experience. The strongest version of the program is not the one with the largest number of participants; it is the one in which every participant receives a real problem, clear deliverables, meaningful review and a verifiable outcome.

For the first cohort, KRVE should prioritize quality, documentation and supervision. Once the process is stable in KEOS, the program can be repeated and expanded function by function.

KRVE - The Fashion Studio

Live Business Project Program | An Early-Stage Fashion & E-Commerce Venture