

1) Who is this team, and why is this opening yours?

Colossus:

Viraj: Mom struggles with deliveries; Dad travels constantly and is unreachable. Vardhan: Grandmother struggles with technology and awareness. We excel at second order effects analysis. Part of the GrowthX community that will validate feasibility with industry leaders for feedback which will give us a broader context and POV

2) The one customer insight you discovered.

Delivery riders are the forgotten stakeholder. OTP is not just customer friction, but a labor problem. Riders waste time obtaining codes, while a five rupee penalty for missed orders incentivizes marking customers unavailable and moving on. They are local experts navigating by memory, yet location data fails 10 to 15 percent of the time, making OTP counterproductive to its purpose.

3) The Delivery Concierge Agent

Trigger: Parcel status flips to "out for delivery"

What it already knows: Household/ alternative receiver's names, QR code, each person's language and priority, saved address location pin(if shared previously), today's incoming parcels.

What it does: Tracks the rider's live route for ETA and sends the ETA to the buyer over notification. then as the rider nears, calls the priority list in order, in-language, adapting tone if it senses hesitation.

On confirmation it sends the person's standing QR code (a link/image, reusable, not a new code per order), and once the rider hits a 2–3m geofence, it scans that QR against the parcel barcode and GPS together, and validates and saves the location pin (if its a new location to the delivery agent)

Who it deals with: Household/ alternative receiver's names via voice; rider device via QR scan and GPS; address systems operate securely behind scenes.

What it asks the human: : " "[Y] Ordered this [X] parcel and its here, "can you receive this now? The delivery agent is near your house. I have shared your the QR code on your message/ whatsapp"

How it knows it's done: QR badge, parcel, and GPS match at once. the address record updates.

4) How your solution touches each agent

Logistics: Logistics is the backbone. It owns the QR code, the geofence, the ETA by understanding the route that delivery agent take and their sequence of delivery, and the address pin memory

Voice: Voice is the human interface. it calls, adapts multilingual language and pace (for low tech adopted user), and hands off to the QR/geofence mechanism rather than doing any verification itself. also Tries to understand the ticket raise by a user during refunds instead of relying on multiple chat bot interaction. In india conversations are more efficient in solving issues than the intimidating process of texting chatbots

Payments: Payments plays a release role, not a collection role, It stays dormant until badge+parcel+GPS match, then auto releases COD/payout/ refunds for low AOV (if the voice agents confirms genuine refund ticket raised)

(assumption - COD can't be solved using payment agent, because if it were then the user would had pre paid before the delivery itself)

5) Which agent will you innovate on?

Logistics's missing capability is a reusable, person bound, proximity locked QR badge, issued once per household member and valid across all future orders and logistics partners. It unlocks only within a defined geofence, creating a persistent identity credential across deliveries.

Moreover, the agent should learn and predict the ETA of the agent and give the exact ETA to the buyer via call/ message and only call when the agent's GPS is near the delivery address/

6) Which customer asset will you ask for?

The household contact circle/ alternative receiver's name, number, and preferred language for each person who may receive on the buyer's behalf and it's asked only at setup, never per order and order history of the buyer

7) The annexation: which use-case do you subsume next? 30 words

Domestic and gig workers who enter homes every day. cooks, maids, House helps. A paper logbook can't catch it when someone sends a substitute in their place, but a bound, revocable household badge already can.

8)which of the sixteen openings would you never hand to an assistant?

I would never let my assistant take care of my wedding because it's "My wedding".

9)Which Indian company should have built this already?

Delhivery should have built this. The system works 70% of the time, functional enough that it's not obviously broken. OTP issues don't cause user churn. People order regardless.. Disrupting a critical, widely adopted component carries organizational risk they won't take. Public companies prioritize revenue and market share over friction reduction. Solving it won't boost quarterly results tangibly

10)Which track are you entering?

Reasoning given below.

Even if the system is broken, it still the best system out there and its working 70% of the times. also this OTP issue is not so bad that due to which users will stop ordering their parcels. irrespective of OTP being solved or not - people will still order

due to this not many people are churning and this is why the company is not taking bold steps to come up with a new solution.

1. low intent problem - solving this problem won't necessary increase their quarterly results in a tangible way
2. people complaining won't make the user churn or stop ordering/ returning parcels - low drop off rate
3. public companies like delivery and shadow fax are more incentivized to solve problem that will increase their market share/ revenue (increase frequency + supply chain/ last mile delivery optimization
4. not wanting to disrupt a critical and a functional component which also has high adoption of user/ delivery agent behavior.