



GrocerEase[®]

**BRINGING THE MARKET CLOSE
TO YOU**



 Presented By: Tech Trilogy

GAPS



Elderly and remote residents lack grocery access

Many residents, especially the elderly and those living farther from Tuy Market, struggle to access fresh produce and essential items regularly.



Inconvenience of Market Trips

Residents need to travel to the market, which can be time-consuming, expensive (due to transportation costs), and physically demanding, particularly for elderly individuals or those without easy access to transportation.



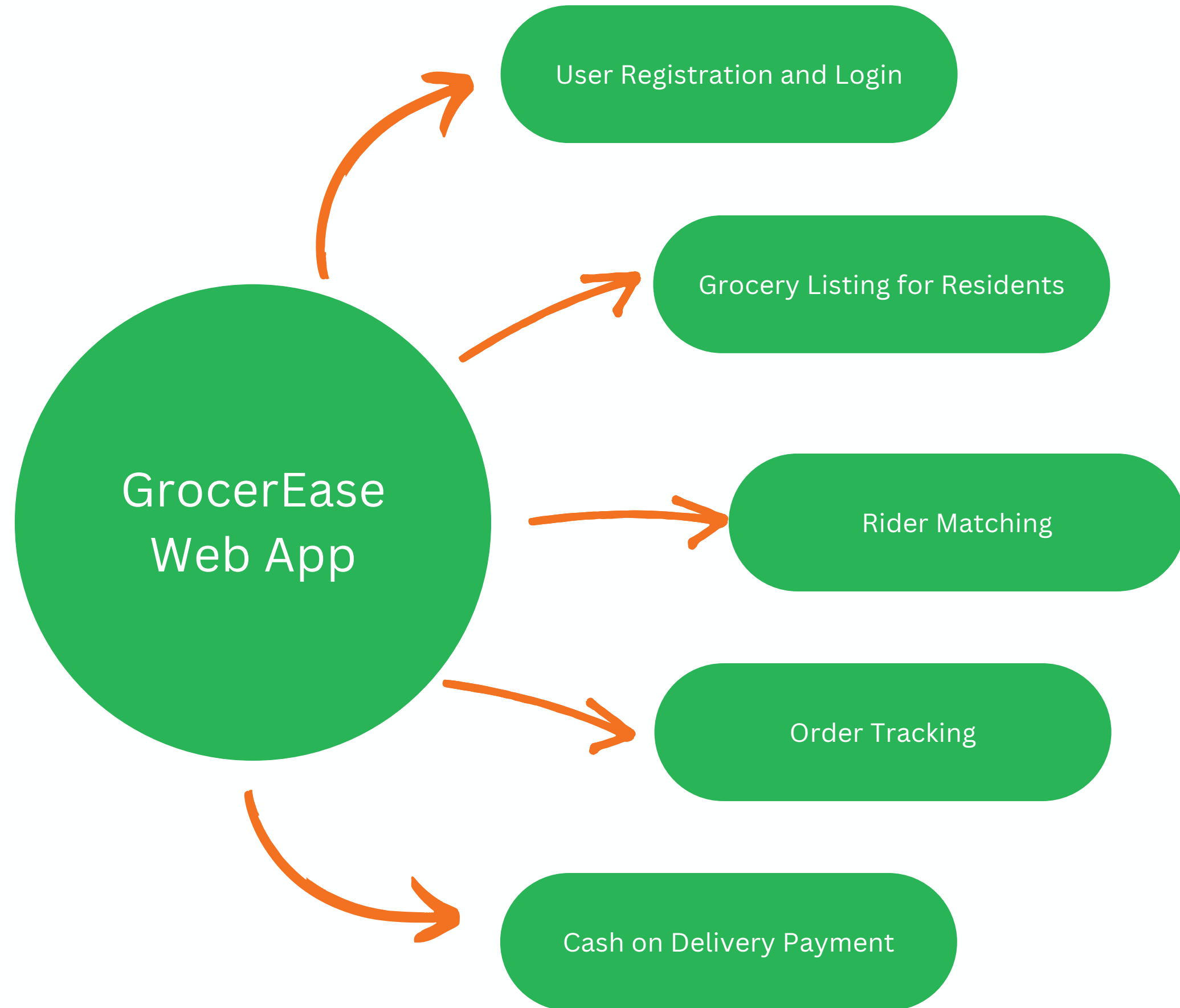
Absence of Convenient Delivery Options

Unlike urban areas, Barangay Rillo has no accessible app or service that allows residents to shop online and have groceries delivered to their homes.

FACTS


Based on our survey, many residents of Barangay Rillo, particularly the elderly and those with limited mobility, face significant challenges in accessing fresh produce and essential items. The distance from Tuy Market and the lack of convenient transportation options create barriers to obtaining daily necessities.

SOLUTION



RATIONALE OF SOLUTION

By providing a web app, residents can obtain groceries without needing to visit the market themselves, benefiting elderly and distant residents. The web app not only creates job opportunities for local riders but also supports local businesses by encouraging residents to buy from nearby vendors, strengthening the connection between the community and the Tuy Market.

The bottom of the slide features two large, solid orange decorative elements. On the left is a thick, rounded L-shaped bar. On the right is a large, smooth, curved shape that resembles a thick arc or a partial circle.

BUSINESS MODEL

