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**Theme:** Automation of the regional trade in the smallholder agricultural sector "selhoz.kz"

**Main idea:** create an online platform for marketing regional farming products.

The platform will be a regularly administered website with a page of advertisements. The format of each advertisement is a virtual board with a description of the goods, the price of the goods and relevant photos. The ads are published by a user registered under one of the proposed categories: entrepreneur, customer. Each user publishes contact information, so that the transactions themselves are made outside the online platform. In addition, a rating and feedback system will be introduced to improve interaction. The online platform will have its own limitations in terms of activity area. Transportation/delivery of goods will be done independently by agreement (between the seller or the buyer).

**Problem solved by the project:** at the moment, the sale of agricultural goods is mostly done through intermediaries at markets, which is favorable for large agricultural companies. Small farms are forced to search for and locate market outlets on their own, losing productivity. The platform being developed will help such entrepreneurs to work on their online market, eliminating the costs of searching for and locating market outlets in favor of more orders.

**Target audience:** smallholder farmers producing a seasonal product, mostly inactive during non-vegetative periods.

**Monetization and distinctive feature of the platform:** our platform will be based on the commonly used business model of major online marketplace platforms. The free basic plan will provide an opportunity to place a limited number of ads per month, the paid improved plan will provide an opportunity to promote ads on the main page of advertisements, and increase the number of ads placed. The list of benefits of the paid improved plan can be expanded. The special feature is automated administration. In order to reduce the load on administrators serving the site, it is planned to implement models of artificial intelligence. Administering AI will control spam, create recommendations to improve ads, as well as provide administrators with a list of ads from suspicious users with low scores and negative feedback.

**The following features will also be present in the list of basic functions:**

- 1. Classification into categories.** Several basic categories are offered: dairy products, meat products, honey, vegetables/fruits and an additional category, the description of which the user will be obliged to provide at the time of posting the product.
- 2. Advanced Filter.** Products will be searched not only using the search bar, but also using the filter panel.
- 3. Advertising viewability.** Each user who has placed an ad will be able to monitor the viewability statistics of his ad, thus gaining the opportunity to improve the appearance of own advertisement

**Personal data protection:** site administrators will have the direct ability to ban user accounts, but will not have access to passwords and other personal information other than contact information posted on the platform. Upon registration, each user will be notified of the existence of a user agreement.