Vistara GO

Hell Fire

Many street vendors and micro-business owners lack a digital presence, which limits their visibility, reduces customer reach, and restricts their sales opportunities.
Without access to simple digital tools, they remain dependent on physical footfall and struggle to grow sustainably.

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Track/Domain: FinTech | Hyperlocal Commerce | Digital Inclusion

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PROBLEM CONTEXT

Problem Statement & Background

The Problem

India is home to over 50+ million street vendors and micro-businesses, yet nearly 95% lack any digital presence.
They depend entirely on physical footfall, making them vulnerable to seasonal changes, location disadvantages, and market fluctuations.
Traditional e-commerce platforms are complex, expensive, and unsuitable for small vendors with limited digital literacy.

Who's Affected

- Street vendors & micro-business owners
- Nearby customers looking for local products
- Urban communities relying on small businesses
- Local economies dependent on micro-entrepreneurs

Why It Matters

Without digital access, street vendors and micro-businesses struggle to reach new customers, limiting their visibility, sales, and long-term growth.
By enabling digital inclusion, vendors can expand their customer base, increase income opportunities, and contribute to stronger, more resilient local economies.

Our Approch

Solution Overview

- We propose a mobile-first Digital Enablement Platform designed specifically for street vendors and micro-business owners with limited digital literacy.
- The platform enables vendors to easily create a digital storefront, list products, accept payments, and connect with nearby customers without requiring technical expertise or high setup costs.
- By focusing on simplicity, affordability, and hyperlocal visibility, the solution helps vendors transition from purely physical operations to a sustainable hybrid digital model.

Key Features

- Create Store Instantly – Vendors set up a digital storefront with minimal steps.
- List Products Easily – Add products with photos, price, and description.
- Hyperlocal Discovery – Customers find nearby vendors using location services.
- Digital Payments – Integrated low-cost payment solutions.
- Order & Contact Management – Vendors manage inquiries and orders simply.

Problem Resolution

Our platform removes the complexity of traditional e-commerce systems by offering a simple, affordable, and accessible digital solution tailored for small vendors.
It improves visibility, increases sales opportunities, reduces dependency on physical footfall, and promotes digital inclusion in local economies.

TECHNICAL ARCHITECTURE

Tech Stack & System Design

Frontend

- React Native
- Tailwind CSS
- Expo

Backend

- FastAPI
- Uvicorn
- SQLAlchemy ORM
- Pydantic

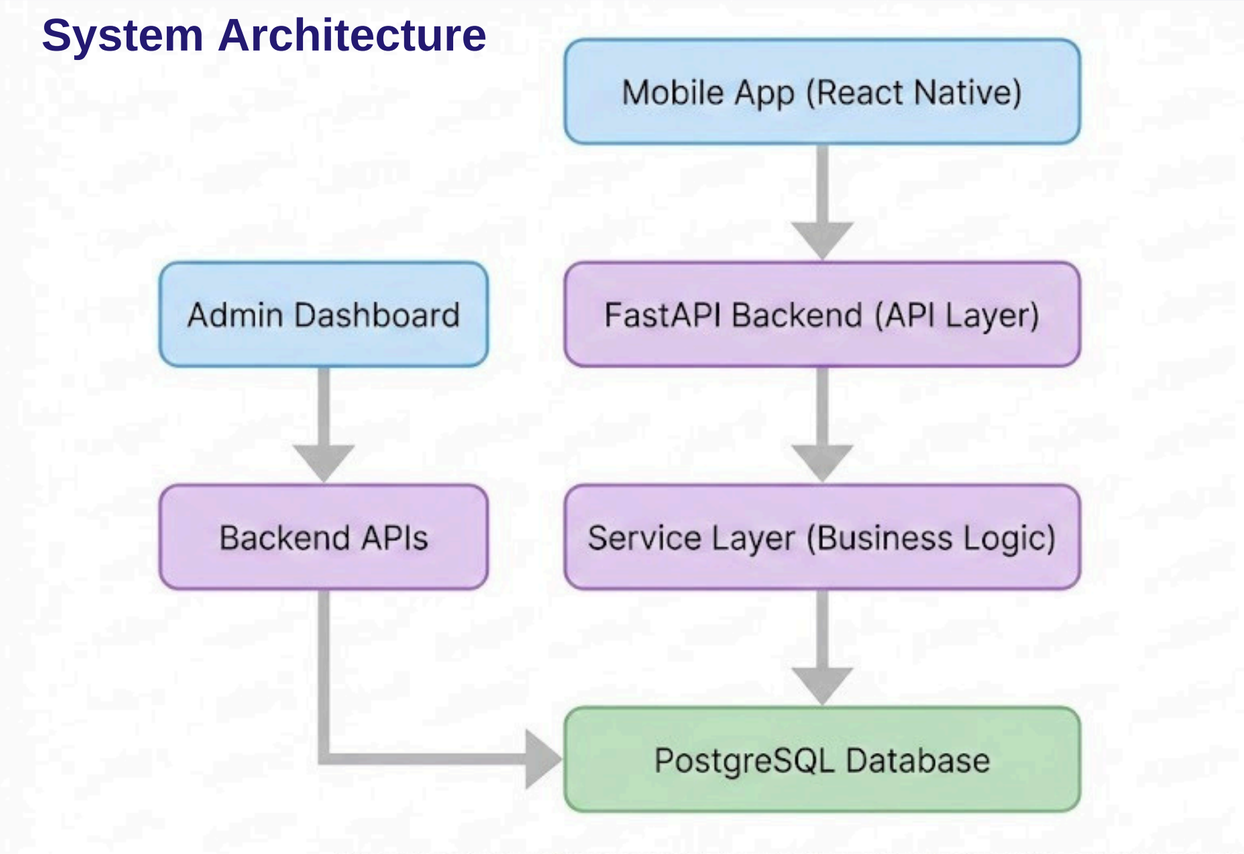
Database

PostgreSQL (Neon Cloud) – Relational database with indexing, geo-query support, and production scalability.

APIs & Services

- GPS Location Services
- Cloud Media Storage
- Push Notification Service

System Architecture



RISK MANAGEMENT

Feasibility, Challenges & Mitigation

1

Feasibility

The project is achievable within the hackathon timeframe using a modular architecture and lightweight mobile-first design.
Core features such as storefront creation, product listing, location-based discovery, and payment integration can be delivered as a focused MVP.

2

Key Challenges

- Simple UI for low digital literacy users
- Smooth performance on low-end devices
- Secure payment integration
- Accurate location-based discovery

3

Mitigation Strategy

- Intuitive, minimal design with guided onboarding
- Lightweight app optimized for low bandwidth
- Use trusted payment gateway APIs
- Geo-indexed search for fast vendor discovery

VISION FORWARD

Impact & Future Scope

Expected Impact

- Increased digital visibility for street vendors
- Higher sales opportunities through hyperlocal discovery
- Reduced dependency on physical footfall
- Stronger and more resilient local economies

Scalability

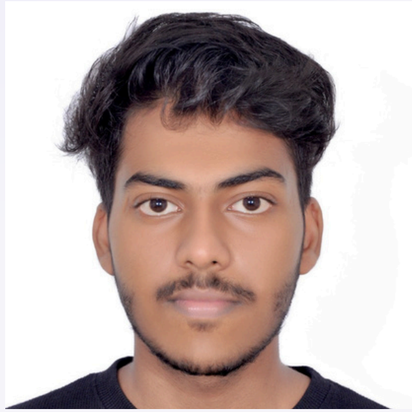
- The platform is built on a modular, cloud-ready architecture that supports horizontal scaling.
- It can be expanded city-by-city, enabling thousands of vendors to onboard without major infrastructure changes.

Future Enhancements

- AI-based product recommendation system
- Multi-language support for wider adoption
- Advanced analytics dashboard for vendors
- Integration with government digital inclusion programs

TEAM CONTRIBUTION

Team Roles & Responsibilities



Aarav Arudia

Role: Frontend developer

- Integrate APIs
- Device Compatibility
- Develop Responsive UI

Himanshu kumawat

Role: Backend Developer

- API Development & Integration
- Security & Authentication
- Develop Server-Side Logic

Satyam Sachan

Role: System Designer

- Architect Scalable Systems
- Define System Components & Data Flow

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Thank You

Questions?

We're ready to discuss technical details and implementation strategy

Contact

Github

Cod-A-FestX

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