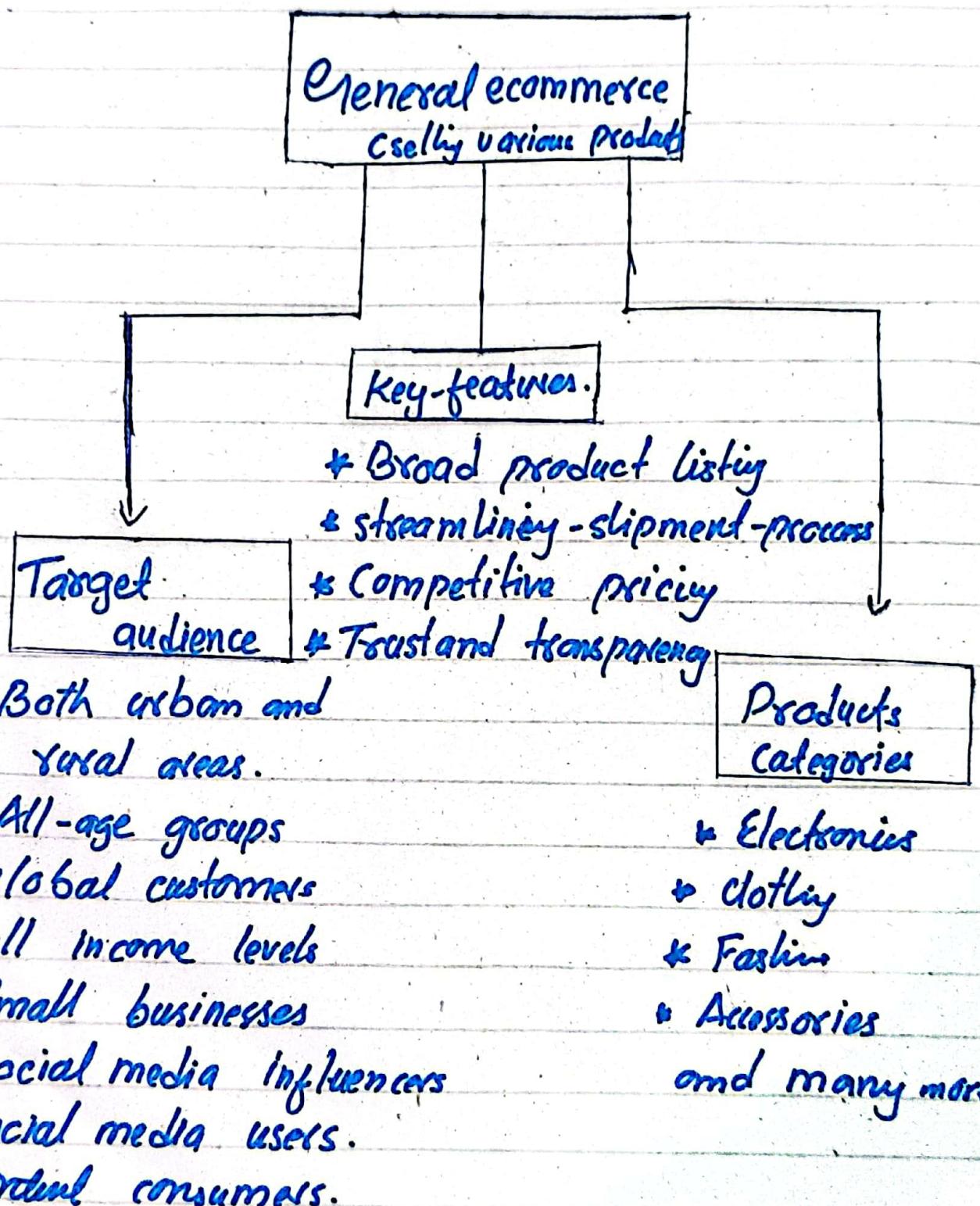


# Hackathon - 4

15-1-2023

⇒ Day-1

Step 1. Choose your marketplace type.



What problem does your marketplace solve?

No: The ecommerce industry has been significant progress, but a unique idea has the potential to reshape it. I propose integrating short-form video content - similar to tiktok or instagram reels directly into the marketplace. This approach enhances the transparency in the ecommerce marketplace, where influencers can create product videos for the general public. By watching these videos, customers can clearly see exactly what they are purchasing.

This model benefits both sellers and buyers. Sellers can use video content to build trust, increase product visibility and engage with new customers, while improving the overall user-experience. They can also create a loyal fan-base around their store. For buyers, this offers a clearer, more authentic shopping experiences, enhancing their trust

and decision-making. It combines two powerful elements, content and products, which I call "social-commerce". It is a fact that content is king today, and integrating it into the marketplace can revolutionize the industry. This model act as a bridge between social media and e-commerce marketplace, connecting people to both engaging content and products.

For example,

a Nike store could feature a product videos that allow customers to watch and purchase seamlessly, without needing to visit multiple to use platforms to visit to check the trustworthiness. Building such a platform requires investment, time, collaboration and technological expertise, areas, I am still exploring. However, I believe this innovative concept has the potential to transform ecommerce in the future.

Who is your target audience?

- Business professionals.
- Sellers and wholesale distributors.
- Individuals from remote and urban areas.
- People with busy lifestyle.
- Fashion enthusiasts.
- Young and old individuals.
- People from any income level.

What products and services will you offer?

We offer a wide-range of products including electronics, clothing, tech gadgets, accessories and many more, similar to platforms like Amazon, Lazada and eBay, with direct delivery to customers' doorsteps. Our marketplace provides a unique service by offering customers a high-end, trusted, affordable platform where they can explore both comfort and products seamlessly. Customers can

from our app/website without switching between platforms, saving time and enhancing convenience to cater decision-making ability. Additionally, they can track their own orders as we streamline the entire shipping process.

For sellers, our platform helps attract new customers without the need for additional marketing, while also fostering stronger relations with their customers, creating a win-win for both parties.

Create the data schemas.

[product] → [order] → [customer]

- id	- order id	- c.id
- Name	- Product-id	- Name
- slug	- stock	- Shipping add
- Price	- size	- Contact info
- quantity	- colors	