Idea Evaluation Worksheet

What’s the Problem?

The problem is real and faced regularly by most of the middle class people and small startups. It occurs when sellers are in need of instant cash and business startups that are looking for efficient products at a low budget. It is a frequently occurring problem at a daily rate based on the statistics of several settled firms.

Who has the PROBLEM-Customer Identification?

* Any Age Group(From teens to elder people)
* Small scale start up’s
* Middle class
* Seeking of instant money

What’s your solution?

We provide expertise validation to your goods and ensure a good price for them including an instant cash trait and also provide warranty and services to the buyers. It doesn’t claim any IPR except for the strategy used.

Who are the competitors?

Firms like olx, cars24, quikr etc. are some of the red ocean competitors.

Peer to Peer is the strategy used by these firms, but we replaced it by our new strategy. Usage of an AI implementation to provide related suggestions for the buyers.

How is it made possible?

We made it is possible by having an online platform for buyers and sellers. Initial capital is of 2crore rupees with the help of investors and shareholders. Addressing the problems of middle class people who are economically incapable of buying costly products.

* It requires marketing knowledge and validation experts for the products.
* It requires a secure transaction platform.
* Knowledge about customer interests and trends.