



# GradX

where Deals and Steals meet academic Appeals

Presented by Code Crafters

# MEET THE TEAM

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Welcome to Grad-X, the ultimate hub for student commerce within the campus! At Grad-X, we understand that college life can be filled with countless needs and wants, and that's why we've created a seamless platform for students to buy, sell, and rent products with utmost convenience.



## WHAT IS GRADX ?



Whether you're looking for textbooks, furniture, electronics, or even that perfect party attire, Grad-X has got you covered. Say goodbye to the hassle of traditional marketplaces and embrace the innovative spirit of Grad-X, where students come together to make their campus experience extraordinary. Join us today and unlock a world of endless possibilities right at your fingertips.

← → Q https://www.gradeX.com/servicesprovided

**BUY**

Your hassle-free solution for buying products on campus.

**RENT**

Simplify your campus experience by effortlessly renting products to meet your temporary needs

**SELL**

Effortlessly sell your products on campus with our user-friendly platform

**SECURE PAYMENT**

Enjoy peace of mind with our easy and reliable payment system for hassle-free transactions



# MARKETING STRATEGY AND GROWTH



## Market Potential:

The student market represents a vast potential for Grad-X. As the number of college enrollments continues to grow, so does the demand for convenient and cost-effective solutions for student commerce.

## Growth Opportunities

Grad-X can further expand its market potential by partnering with campus bookstores, student organizations, and local businesses to offer exclusive deals and promotions, creating a thriving ecosystem for student commerce.

## Scaling Potential:

As Grad-X establishes a strong presence on campuses, it can explore opportunities to expand to other educational institutions, broadening its market reach and maximizing its growth potential.

## Word-of-Mouth Marketing

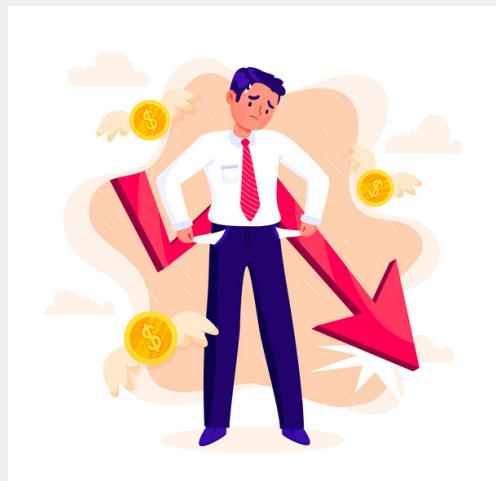
Satisfied students who have benefited from Grad-X's services can become brand ambassadors, spreading the word among their peers and generating organic growth through positive reviews and recommendations.

← → Q https://www.gradeX.com/vision/challenges/students



**Campuses are often away from the main city and thus it becomes difficult to procure required product**

**There are products that we buy, use once, and then it just sits in our drawer or are discarded, selling helps us in reduction of waste and you get more allowances for your future needs in exchange.**



**As students have limited allowances, it is more viable to opt for second-hand products that cost a fraction of the original cost**

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What is Gr...

services provid..

Strategy

Challenges

Existing platforms X

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← → Q https://www.gradeX.com/vision/challenges/students/competition

Amazon might seem an obvious answers however all most all the products available on Amazon are brand new and thus costly thus dicouraging the students. Also as most campuses are away from the main city thus delievery charges become significant



## PROBLEMS ON EXISTING PLATFORMS



OLX on the other hand has some products that may attract students but most often than not they are located far from the campuses and thus the transportation charges become significant, and most of the products are not what a student needs in his academic endeavours.

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Strategy

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← → Q https://www.gradeX.com/vision/oursolutions

Since most of the products on our website are already used they will be cheaper and hence fit in the students budget



All buyers, sellers, and renters are students from the same campus, so all the products are available within walking distance.

The platform is made for college students, so all the products are centered around a students lifestyle and endeavors, so its easy to find a product you need.



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strategy

Challenges

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Key features

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[← →](#) Q <https://www.gradeX.com/keyfeatures>

# KEY FEATURES



## Convenience

Our website lists a wide range of products and buyers in a single platform. Students can access a wide range of products with just a few clicks.



## Accessibility

The website is 24/7 accessible, which allows students to engage with our website according to their convenience,



## Reliable and trusted

All the users are verified and authenticated as sign-up requires the user's campus registration ID. This makes our platform more reliable and trusted.

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Challenges

existing platfo..

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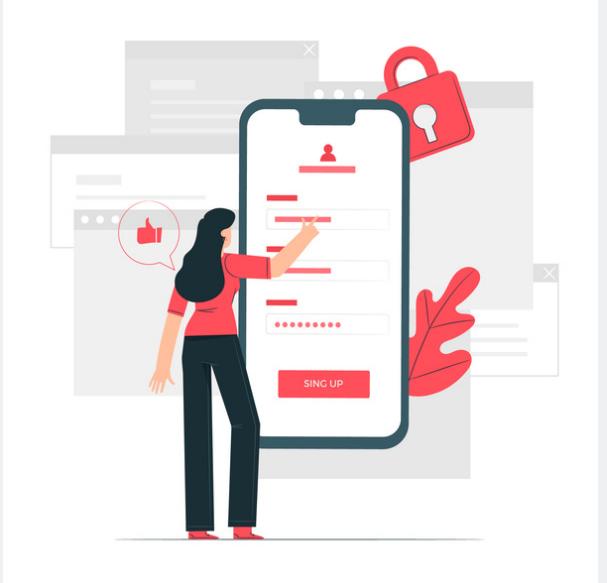
Key Features

User interface

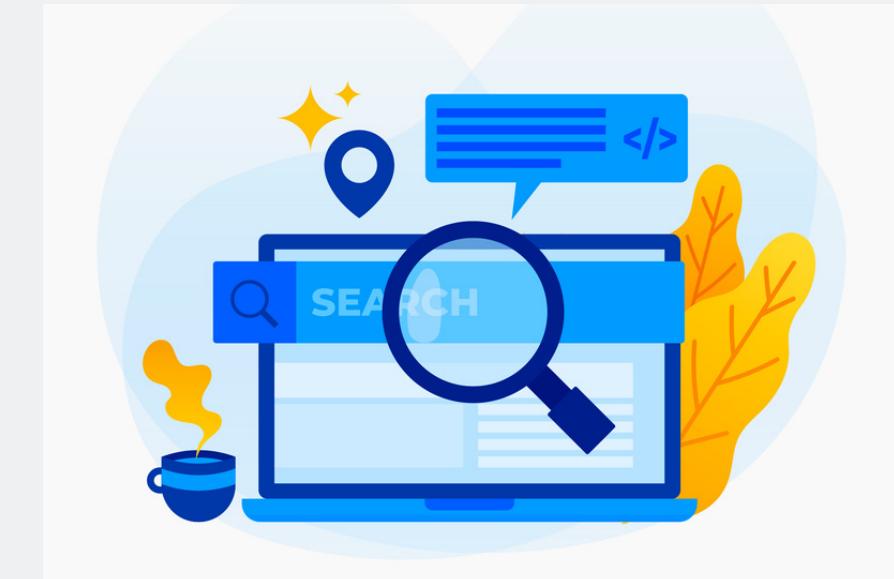
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← → Q Q https://www.gradeX.com/userinterface



Welcome to our Homepage

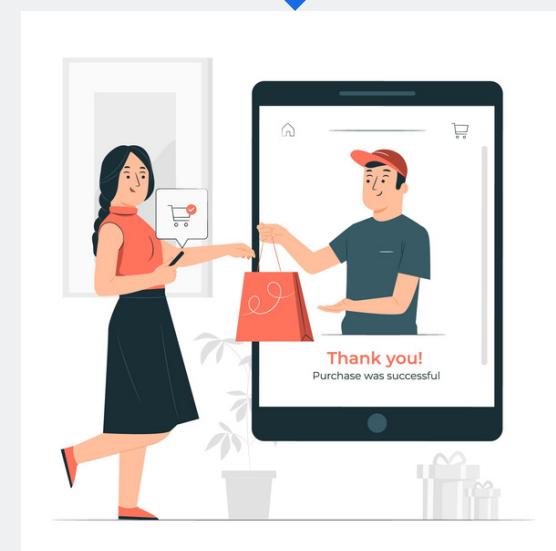


Proceed to secured  
payment options

Sign-up and get verified



Search for the product  
to buy or rent or add a  
product to sell



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existing platf...

Solutions

Key Features

User Interf...

Technology stack

[←](#) [→](#) [Q](#) <https://www.gradeX.com/technologystack>**HTML**

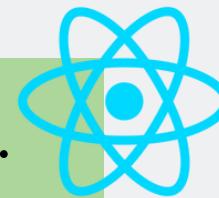
HTML: Create the structure and layout of your web pages.

**CSS**

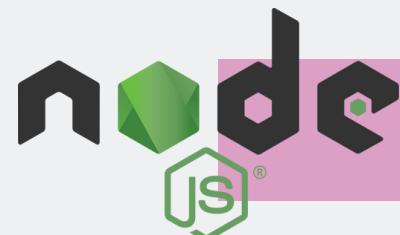
CSS: Style your web pages and make them visually appealing.

**JS**

JavaScript: Add interactivity and dynamic functionality to your website.



React: Build reusable components and manage the state of your application.



Node.js: Use Node.js as the server-side runtime environment.

**mongoDB**®

MongoDB: Store data in a NoSQL database for products, users, requests, etc.

Express

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Key Features

User Interf...

Technology....

Roadmap

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← → Q https://www.gradeX.com/roadmap

# ROADMAP

Website design and development

Testing and quality assurance

User onboarding and support

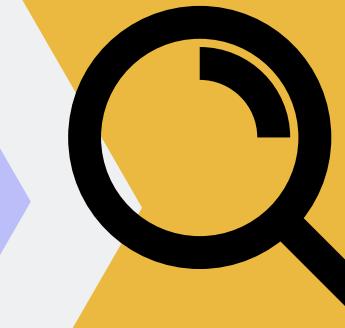
Deployment and launch





### Expansion to More Campuses:

Grad-X can expand its services to reach more college campuses, targeting a larger student population and tapping into new markets and creating an unique ecosystem



### Enhance Search Filter:

Advanced search filter will be based on location, price range, product categories and availability to help user to access desire product quickly.

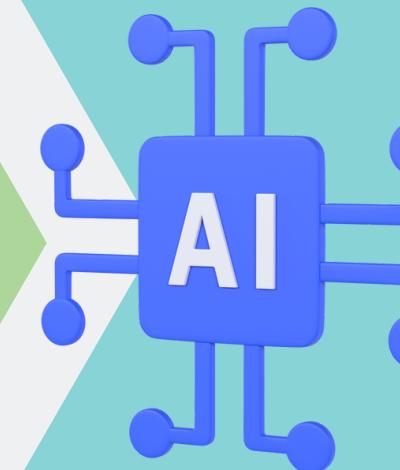


# FUTURE SCOPES



### Partnering with Brands and Local:

Collaborating with brands and local businesses can allow Grad-X to offer exclusive deals, discounts, and partnerships, providing students with even more value and variety.



### Personalized Recommendations:

AI algorithms can be integrated to analyze user preferences to provide personalized product recommendations, making it easier for students to discover items that align with their interests and needs

# CONCLUSION !



AS GRAD-X CONTINUES TO EVOLVE, EMBRACING ADVANCEMENTS SUCH AS AI AND EXPANDING ITS SERVICES, IT REMAINS DEDICATED TO ENHANCING THE STUDENT EXPERIENCE, FOSTERING COMMUNITY ENGAGEMENT, AND UNLOCKING NEW POSSIBILITIES FOR STUDENT COMMERCE.

VISIT GRADX TODAY!