



Customate

PRODUCT MANAGEMENT

PROBLEM STATEMENT

1 IN EVERY 4 CONSIGNMENTS
GET STUCK AT CUSTOMS CLEARANCE

THERE ARE ON AVG 26 DOCUMENTS
REQUIRED TO EXPORT ONE CONSIGNMENT

HSN IS A 6-DIGIT CODE AND THERE ARE 15
LAKH HSN, 5 LAKH CUSTOM COMPLIANCE

THERE IS COMPLEXITY IN ADAPTING TO
REGULATIONS WHICH ARE DYNAMIC IN
NATURE

customs

CUSTOMATE

Our Concept

Customate automates customs clearance, ensuring accurate and efficient documentation. This reduces delays and costs, streamlining international trade consignments.



Who are we?

What do we do?

- leverages advanced AI and web scraping to enlist precise documentation for seamless trade operations.
- name entity recognition and q and modal (using embedding)
- specialize in reducing costs and disruptions for
 - 1.importers
 - 2.MSMEs
 - 3.freight forwarders.



USER PERSONAS



Ram Dev



Asif Qureshi



Simran



SIMRAN

- 24 years old
- Delhi
- Import- **dry fruits**

Studies at university and
have a side business

DESCRIPTION

4+ years in the import-export business.
Specializes in importing dry fruits like dates,
saffron, raisins, and almonds from Iran and
Afghanistan

PERSONAL CHARACTERISTICS

- Detail-oriented
- Strategic thinker
- Resilient
- Relationship-focused

HOBBIES AND INTERESTS

- Market research
- Networking with industry experts
- social media
- fitness

BUYING ROLES

Streamline import-export
operations to improve efficiency.
Ensure compliance with
international trade regulations

CHALLENGES

- Managing the complexities of international trade regulations and compliance
- Ensuring product quality
- dealing with limitations of sample testing
- Overcoming procedural delays in documentation and discrepancies in HSN codes



ASIF

- 60 years old
- Kashmir
- Director, Kashmir Textile Industry

ABOUT THE USER

Bachelor's Degree in Commerce, MBA in International Business. 10+ years in the textile industry. Experience in exporting high-quality textiles to markets like the USA, EU, and the Middle East

PROBLEMS

- Keeping up with constantly changing international trade regulations
- Ensuring timely and accurate documentation for customs clearance
- Dealing with unexpected delays and costs in the supply chain

ABOUT THE USER

- Innovative
- Strategic
- Customer-centric
- Tech-savvy

GOALS AND NEEDS

- simplify the documentation process
- Improve accuracy in identifying required documents
- Reduce the time associated with customs clearance



RAM DEV

COLOSSUSTEX

- exported in 40 countries
- 500 products catalog

45 YEARS OLD

CEO OF
COLOSSUSTEX

MUMBAI

45,50,00,000/-

- 15+ years in the textile industry
- Multifunctional experience in B2B sales

GOALS

- Integrate cutting-edge technology to optimize supply chains
- Ensure compliance with international trade regulations
- Expand global footprint and reach new markets
- Enhance customer satisfaction with superior quality and cost-effective solutions

PERSONALITY

- Innovative
- Strategic
- Tech-savvy

FRUSTRATIONS

- Managing the complexities of trade regulations and compliance
- Navigating geopolitical factors and changing freight charges
- Identifying reliable buyers
- Ensuring timely delivery of product

INTERESTS

- Attending global trade events and exhibitions
- Leveraging data analytics and market research
- Networking with industry experts and professionals

BUSINESS MODEL CANVAS

BUSINESS MODEL CANVAS

11. Vision & Values
What your business stand for and what is the mission?

Vision : To revolutionize global trade by eliminating customs clearance delays through intelligent automation

Mission : To empower businesses with an adaptive platform for seamless and efficient customs clearance documentation

8. Key activities
What are the key steps to move ahead to your customers?

Train AI Model to create compliant documents

Web Scraping of latest documentation

2. Key propositions
How will you make your customers' life happier?

Document Generation and Templates : Leveraging Gen AI to create complaint documents automatically based on specific requirements of each country.

Web Scraping and Data Extraction : Using Web Scrapers powered by AI to fetch the latest documentation requirements from various customs websites of different countries.

Centralized Information System : Using Gen AI to get latest updates by scraping the latest information from official customs websites and regulatory bodies

9. Key partners
What are your key partners to get competitive advantage?

Third Party AI/ML boutique firms

Cloud hosting services

4. Customer relationships
How often will you interact with your customers?

Discount based on upfront subscription payments

Personalized notifications of news and latest information

On Boarding Referrals : 10% off for each referral on both sides

3. Channels
How are you going to reach your customers?

Partenering with Logistics firm : Logistics companies like DHL, FedEx, Delivery etc. we can advertise and promote our product.

Advertising on Social Media: Using Platforms like LinkedIn, Facebook and X to share eductaional content and engage potential users

1. Customer segments
Who are your customers? Describe your target audience in a couple of words.

Importers and Exporters :
1. Individuals
2. Corporates with Global Supply Chain
3. MSMEs

Custom House Agents(CHA)

Custom Freight Forwarders(CFA)

Global Banks

Purchasers (Clients)

6. Key Competitors
How are your potential competitors? What do you have that your competitors don't have?

Trademo

Volza

AI based Application

Easy to Use Data light SAAS

7. Key resources
What resources do you need to make your idea work?

Backend Developers

Frontend Developers

Data Engineers

Cloud Engineers

Web Scrap Experts

UI/UX Designers

AI/ML Engineers: MLM and SLM Experts

10. Cost Structure
How much are you planning to spend on the product development and marketing for a certain period?

Salaries to Developers & Engineers

Cloud Services

Office Expenses (Rent and Operational)

Customer Aquisitions and Marketing

5. Revenue Streams
How much are you planning to earn in a certain period? Compare your costs and revenues.

Freemium: 7 Day unlimited Trial and limited features post 7 days

Subscription based model - Prices based on Individual, Corporate and MSMEs

PRODUCT ROADMAP

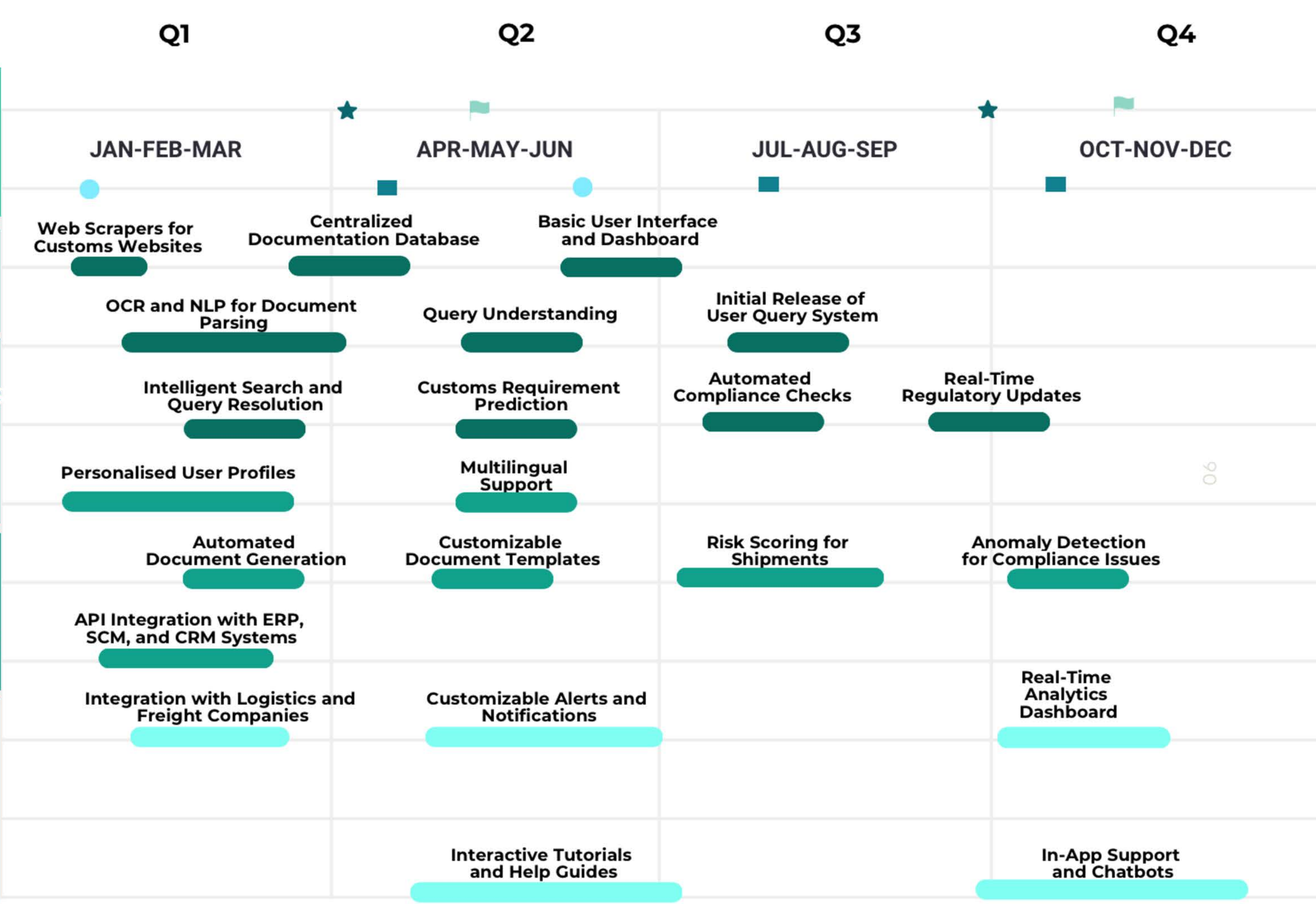
TIMELINE

MVP RELEASE

ENHANCEMENTS AND COMPLIANCE FEATURES

ADVANCED FUNCTIONALITY AND FEATURES

USER EXPERIENCE AND ADVANCED FEATURES



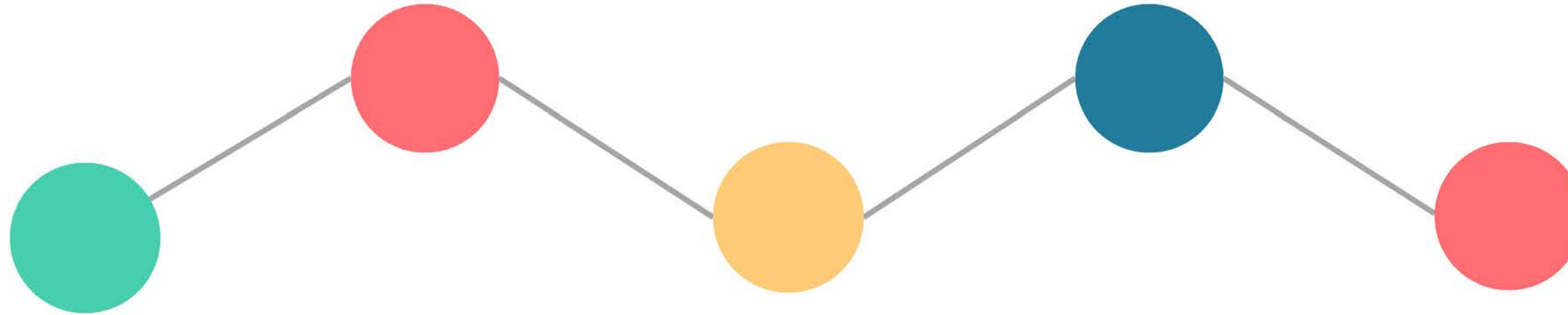
USER JOURNEY

QUERY SEARCH

- Accessing the Intelligent Query Search
- Search Results and Recommendations

SHARING DOCUMENTS WITH STAKEHOLDERS

Sharing verified documents with Logistics partners, suppliers and custom brokers.



ONBOARDING

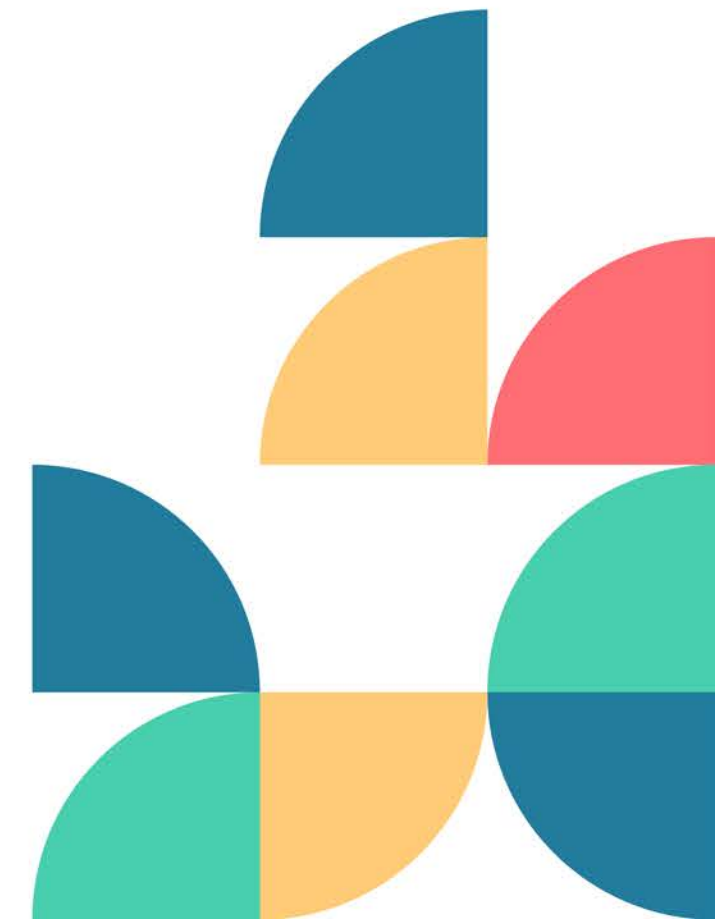
- Sign Up and Account Creation
- Initial Setup and Profile Completion
- Tutorial and Platform Introduction

DOCUMENT SEARCH AND VERIFICATION

- Customs Document Search
- Document Review and Verification

SUPPORT AND ASSISTANCE

- Accessing Support
- Contacting Support:
- Receiving Assistance
- Feedback and Follow-Up



INNOVATION

Competitive Advantage

Advanced NLP and GenAI Integration

1

Intelligent Query Resolution

2

Multi-language and Global Reach

3

End-to-End Automation

4

Seamless Integration

5

PROTOTYPE



Improve performance by enabling hardware acceleration

[Learn more](#)



CustoMate

Edited 4 months ago

CustoMate

NORTH STAR METRICS

No of searches per user

No of app
downloads

Confidence
rate of
search

L1 & L2

HS Code - 9004109100

Optical, Photographic, Cinematographic, Measuring, Checking, Precision, Medical or Surgical Instruments and Apparatus; Clocks and Watches; Musical Instruments; Parts and Accessories Thereof Optical, photographic, cinematographic, measuring, checking, precision, medical....

Duty Rate: 2.5%
VAT Rate: NIL

Confidence: 91%

PRICING STRATEGY

FREEMIUM

FREE

5 coins per HSN search
1 coin for cost calculator
2 coins -sanction list

1 user
100 coins

free access-7 days

INDIVIDUAL

\$

5 coins per HSN search
1 coin for cost calculator
2 coins -sanction list

1 user
6000 coins

6000 Rs./ month

ENTERPRISE

\$

\$

\$








5 coins per HSN search
1 coin for cost calculator
2 coins -sanction list

5 user
18000 coins

12000 Rs./ month

*unused coins pass over

GO TO MARKET STRATEGY

 Identify Target Market	 Define Value Proposition	 Set Clear Objectives	 Develop Marketing Plan	 Build Sales Pipeline	 Develop Pricing Strategy	 Measure & Optimize
<p>Industries: Manufacturing, Retail, Logistics, Import/Export.</p> <p>Personas: Supply Chain Managers, Operations Directors, Customs Compliance Officers.</p>	<p>Core Value: Automate documentation to prevent delays and fines.</p> <p>Unique Selling Point: AI-driven automation tailored for customs.</p>	<p>Primary Goal: 15% market penetration in next 12 months.</p> <p>Secondary Goal: Reduce delays and fines by 30% in the first year.</p>	<p>Channels: <u>Digital</u>: SEO, PPC, social media. <u>Partnerships</u>: Industry associations, webinars.</p> <p>Messaging: Highlight cost savings and efficiency</p>	<p>Lead Generation: Email campaigns, LinkedIn, trade shows.</p> <p>Sales Tools: Product demos, ROI calculators, pitch decks.</p>	<p>Model: query based pricing , tiered plans.</p> <p>Incentives: free trial for 7 days, Discounts for enterprise edition.</p>	<p>KPIs: Lead conversion, Client retention, Increase in accuracy.</p> <p>Feedback & Improvement: Analyze client feedback and use data to refine strategies.</p>



Customate

Clearing the way for seamless trade

Sign up

Sign in

2024 Customate ©