GROUP NAME: SepTech

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APP NAME: Centauri Incorporated (Inc.)

APP CATEGORY: E-Commerce Application

APP DESCRIPTION:

- **General retailer**

    Our product will act as a retail and selling third party, allowing businesses to post products on our platform for them to then be purchased by an arbitrary buyer(s). There will be no limit to the products that appear on this, they will solely be limited by the retailers or sellers that choose to post their items on this product.

- **Ability to ship out**

    Our product will ship items from the seller/retailer to the buyer depending on their desired speed of delivery. If they have a premium account or pay extra, they are eligible for faster shipping of the product.

- **Categories such as tech, home, etc.**

    This follows with the first point, the product will house items of all types of varieties, such as technology, home improvement, arts and crafts, etc.

- **User accounts**

    Users can set up accounts and allow them to be premium versions for added perks. Accounts will allow users to store their preferences and previous purchases. Having an account will allow users to have a more tailored experience for their shopping.

- **Supplier to consumer conversations**

    Buyers and sellers can have conversations about the product to answer questions regarding the product and more of the like.

- **Bidding system/buyout**

    Along with being able to instantly buy out an item, users will be able to hold bids with items in order to get better deals. With most bidding systems, if you don't win you don't lose your money, but bidding can allow you to get a better deal than buying the product out right. If the seller chooses, they can turn off buyout or bid, or leave both up.

- **Subscription model/premium accounts**
    - Faster customer service/higher priority to subscribers
    - Faster shipping
    - More accurate searches/better filters
    - Email model for deal suggestions

    Premium accounts are based on a subscription model, where the user pays a certain payment each month recurring. The above points will be unlocked for the user in the event that they pay for the premium account.

- **Existing variants of items (colorations, etc.)**

    The user should be able to see variations on certain items, specifically whether the object has different colorations or a later version. The user should also be able to view the same item produced by different sellers to explore options.

- **Review system/reputation of reviewers/reputation of businesses**

    Businesses will have reviews on their items and also on their business as a whole. These will be reflected to users when they look at items. These reviews will determine the selling reputation of a business in case there is a fraudulent seller on the platform. In this case, repeat offenders of fraud and/or our terms of service will be removed from the platform. The integrity of this functionality will be based on user accountability. Users will only be able to leave a review on a business that they have had previous purchases from in order to ensure the legitimacy of the review. Furthermore, users will be able to report businesses that attempt to buyout reviewers with in-store credit, gift cards, etc.

GENERAL OVERVIEW OF SIMILAR APPS

Etsy is an e-commerce platform with a focus on crafts or vintage goods. Its online marketplace connects sellers to buyers. Sellers are able to create a virtual storefront and list goods for buyers to purchase. Potential buyers are able to communicate with owners privately to discuss orders such as custom goods, or specify in their order of any requests.

Centauri differs from Etsy on the basis that Etsy is a targeted retailer that heavily focuses on small businesses and commission-based orders whereas Centauri is a more generalized retailer with no specific demographic in mind.

eBay is an e-commerce corporation and one of the world's largest online marketplace. Both buyers and sellers are able to come together and sell virtually anything. eBay specializes in selling items in an auction format, allowing the seller to specify the opening bid and length of the auction for an item. Users are able to bid on listings with the highest bid winning at the end of the auction. Sellers can also opt to set a fixed price for an item to be immediately bought out during an auction or to even sell items at just a fixed price.
Centauri differs from eBay on the basis that Centauri offers premium accounts to its users to provide a more inclusive and expedient experience. eBay only has similar perks for accounts that sell goods, but not for consumer users.

Alibaba is an online marketplace in the e-commerce world that specializes in connecting businesses to suppliers. Users are able to create an account and view listings. They are also able to communicate with suppliers to discuss orders, negotiate prices, or request quotes for listings not shown, but may be possible for the supplier. Unlike the other apps listed, Alibaba has a larger focus on bulk orders and communicating with the seller.
Centauri differs from Alibaba on the basis that it will also be available for individual items and not only bulk orders. The Centauri marketplace is available to both large corporations, small businesses, and individuals alike, and therefore accommodates new and used items in both bulk and individual items.

Amazon is an online retailer allowing individuals or businesses to list and sell products online. Users are able to search for items, filter items based on specifications, and sort items listed. Users can also read reviews that others left for items. Amazon also provides a service for premium users, allowing faster shipping on items and other perks.

Centauri differs from Amazon on the basis that it allows for a direct line of communication between the buyers and sellers through use of a chat window. With such a large span of product variety, there may be a need to contact a seller directly in order to discuss the specifics of a unique item or clarify the logistics of large orders, the chat window can facilitate this.