**Section II: Business Description**

A. General description of business

-We know that, traditionally, the scrap produced at homes, societies and corporates is sold to local scrap dealers. Individuals identify the scrap items they want to sell, such as old appliances, metal, or electronics. They search for or wait for scrap dealers to come which is sometimes inconvenient, time consuming. In recent years, this scrap selling field has evolved with the arrival of online scrap collecting services. But the problems of waiting and time delays are still there. Scrap dealers in traditional approach often face uncertainties and inefficiencies. They have to spend time and resources wandering to various locations in the hope of finding scrap to purchase. This uncertainty can be detrimental to their business operations.

-To overcome these problems, we are starting a digital platform that helps people connect with local scrap dealers. Our platform makes it easy for individuals to sell their scrap items and for scrap dealers to find new customers. Our startup aims to overcome the problem of scrap dealers by providing them a consistent stream of potential scrap sellers through the digital platform. This way, scrap dealers can access a larger pool of sellers and have more confidence in securing a steady supply of scrap materials. By this platform, the waiting and time delays problems faced by scrap sellers can be overcome. We're here to simplify the process of buying and selling scrap, making it convenient for everyone.

- We are creating a user-friendly website and mobile app that will bring together those who have scrap items to sell and the local scrap dealers who want to buy them. Whether it's old appliances, electronics, or metal waste, our platform allows sellers to quickly post the photographs of items and dealers to browse and accept offers. After selling scrap users will get bonus coupons.

-With this platform people can turn their scrap into cash, and dealers can expand their customer base. We're committed to making the scrap trading experience hassle-free and beneficial for both parties.

-In this process, we will receive revenue from scrap dealers. While accepting the scrap on the platform they have to pay certain amount to the platform, which will be our revenue.

-If this start-up persist, we will expand our business with services like to direct connect with big aggregators or recyclers.

B. Suggest Name for your start-up

C. Industry background

-Traditionally, the scrap industry has been around for a long time. People and businesses have always collected and sold scrap materials like metal, paper, or electronics. In the past, you'd have to find local scrap dealers in your area through word of mouth. Then, they'd need to take their stuff to the scrap dealers to negotiate and sell. In second way, the scrap dealers used to wander everywhere and collect the scrap if anyone had it. It was a bit of a hassle.

-With the rise of the internet, things changed. Many online scrap trading platforms like ScrapDeal, KabadiWala, ScrapUncle, ScrapVala, etc. started to make the process much easier. One downside of these scrap online sites is that sometimes, the scrap pickers don't arrive on time to collect your items. This can happen due to scheduling issues. It's a common challenge that platforms need to overcome.

D. Goals and potential of the business and milestones (if any)

* Goals and potential of the business
  1. Empower Local Scrap Dealers: Our primary goal is to empower local scrap dealers by providing them with a consistent stream of potential sellers, helping them expand their business and increase their revenue.
  2. Convenience for Sellers: We aim to make it easy for individuals to sell their scrap items without the hassle of searching for buyers, waiting for them for long time, reducing waste, and putting money back in their pockets.
  3. Digital Transformation: We intend to transform the traditional and inefficient scrap trading process by connecting technology and providing a user-friendly online platform.
  4. Bringing Subscription services: Introducing subscription services could provide a recurring revenue source for our platform, benefiting our profitability.
  5. Expand Market Reach: Our platform has the potential to reach a wide range of customers, both sellers and dealers, expanding the market for scrap trading.
  6. Scalability: With the potential for scalability, we can expand our services to multiple locations and broaden our offerings and services in the future.
  7. Customer Satisfaction: Ensuring customer satisfaction is at the core of our goals, with the aim of delivering a convenient experience to both sellers and scrap dealers.
  8. Long-term Relationships: Subscribers are more likely to have long-term relationships with our platform, offering stable and good income source for us.
* Milestones to achieve
  1. Platform Launch: Successfully launch the digital platform and making it accessible to users.
  2. First 100 Users: Reach 100 registered users, both scrap dealers and sellers, to establish an initial user base.
  3. 10 Transactions: Achieve 10 successful scrap transactions on the platform, demonstrating its functionality.
  4. Local Presence: Expand the platform's presence in your local area or target market.
  5. Positive User Feedback: Gather positive feedback from at least 50% of users regarding their experience.
  6. Subscription and Coupon Service Introduction: Launch the subscription service to increase more users(scrap dealers) and Coupon Service to increase scrap sellers.
  7. 250 Users: Reach 250 registered users, further expanding the user base.
  8. Regional Expansion: Begin planning for expansion to neighboring regions or cities.
  9. 100 Transactions: Complete 100 successful transactions, showing platform’s effectiveness.
  10. Revenue Generation: Start generating more revenue from transaction fees and subscription services.
  11. Mobile App Launch: Develop and launch a mobile app for added convenience.
  12. Expansion: Expanding the business service till societies and corporates, thereby manipulating subscription and coupon service for that.
  13. 500 Users: Reach 500 registered users, indicating growing popularity.
  14. Satisfied Subscribers: Attain a subscriber satisfaction rate of at least 80%.
  15. Geographic Expansion: Expand the platform to at least one new city or region.
  16. 1,000 Users: Reach 1,000 registered users, indicating substantial growth.
  17. 1,000 Transactions: Achieve 1,000 successful transactions, demonstrating platform reliability.
  18. Profitability: Reach the point where the platform becomes profitable.
  19. 5,000 Users: Reach 5,000 registered users, signifying a significant market presence.
  20. Expanding the business with implementing new ideas like after segregation directly connecting with big aggregator or recycler.

E. Product Portfolio (About Products and Services Offered)

1. Value Added Features: Entire process will result in fast and efficient collection of scrap from the sellers. If they want the scrap to be collected at particular time, it is also possible. Subscription and coupon services are major features.
2. Benefits of this features: Quick or at given time service will provide seller users convenience. Subscription and coupon services will help both in attracting the users and creating more revenue.
3. History of the service in marketplace: Traditionally, scrap collecting and selling service is operating with starting point local scrap dealers, who wander all the day and collect the scrap. Then they sell the collected scrap to next aggregator. This aggregator now segregates the scrap in different categories. Then sequentially this scrap reaches to recycler.

Now, many online scrap dealers, collect the scrap from sellers and sell it to big aggregator. But there is travelling cost issue there. Many existing online scrap dealers like ScrapUncle are still in the phase of No Profit, No Loss.

So, we are trying to differentiate our business from all of these.

1. What are we doing different? : What sets us apart is that we are making it easy for people to connect with local scrap dealers and scrap dealers to reach to the sellers. We are offering subscription services to give extra benefits if users choose. Subscription service will give benefits to us also.

F. Uniqueness of product or service (Possible Competitive Advantage)

1. We are not typical online scrap dealer. Unlike many others, we focus on connecting users with local scrap dealers, creating a strong community bond. Our platform is easy to navigate.
2. Subscription service provided by us is like special membership. If user subscribe, they will get exclusive benefits.
3. We offer a coupon service to help sellers gain more money on scrap trading. Coupons are like special discounts that can be applied when making transactions.