

PROJECT NAME: EMonitor  
TEAM MEMBERS: Mosorescu Mihnea, Panait Ștefan

IDEA IN SHORT: The application permits consumers to choose the items they want to buy, and it will then monitor these items across multiple retailers to look out for the price changes. Users are alerted when the price is reduced or when the special offer is on. This advantage allows them to buy at the lowest price and save them from overspending.

# Hardcore Entrepreneur hackathon 5.0

## 1.PRODUCT - PROBLEM WE SOLVE



Users often spend hours browsing multiple sites, only to realize they've missed a sale or paid more than necessary due to a sudden price drop. Shopping without a reliable way to track the best prices can be frustrating and costly. This app solves that problem by fully automating price tracking and instantly notifying users when their desired items go on sale.

## 2. OUR TARGET GROUP & [SDGs](#)



- Our app is made for a wide range of users who value effective shopping, and making wise purchases.  
**Demographics:**  
-Age Group: 18–45 years old  
-Gender: All gender  
-Education Level: High school to college graduates  
-Income Level: Low to middle-income earners  
-Geographic Location: Primarily in urban and suburban areas where is a high e-commerce activity  
**SDGs:**  
- *SDG 8*: Economic Growth and Decent Work  
1. supports small businesses by showcasing their best deals alongside those of major stores.  
- *SDG 10*: Reduced Inequalities  
1. Makes smart shopping accessible to low-income consumers, ensuring they can maximize their purchasing power.  
2. gives resources for locating the greatest deals and preventing overcharging.

## 3. SMART OBJECTIVES



## 4. PRICE



## 5. PROMOTION



- 1. Specific:** Create and launch a "historical price analyzer" that forecasts future price drops, enabling users to make more informed buying choices.
- 2. Measurable:** Aim to grow the active user base to 10,000 by the end of 2026 through targeted marketing efforts.
- 3. Achievable:** In the first six months, secure partnerships with a minimum of 10 major e-commerce platforms.
- 4. Relevant:** Improve the app's user experience and enhance notifications to ensure that at least 50% of users engage with it weekly.
- 5. Time-Bound:** Within 9 months, introduce a premium subscription package with special benefits.

- 1. Primary Model:** Affiliate Commissions - Collaborate with e-commerce sites and retailers (Get paid each time a user makes a purchase) .
- 2. Freemium Model with Premium Subscription:** Provide a basic tracking version for free.  
-Require a yearly or monthly payment for premium features like :
  - 1.Alerts for prices in real time
  - 2.Price history information
  - 3.Ad-free experience
- 3. Data Insights & Market Analytics:** Compile anonymous purchasing patterns and offer them to brands and retailers (Offer companies a pricing study of their competitors).

- 1. Online marketing:**  
-Ads on Social Media  
-Google Ads  
-YouTube Ads
- 2. Influencer collaborations :**  
-Tech and Shopping Influencers: Work with YouTubers, TikTokers and Instagram influencers who focus on tech and shopping tips.
- 3. SEO and Content Marketing**  
-Blog & Website Articles: Create articles that focus on price comparing techniques and smart shopping to attract search traffic.  
-Email marketing: send out newsletters with the greatest offers, app updates, and special discounts.