

Marketplace_Builder_Hackathon_2025

DAY 1: LAYING THE FOUNDATION FOR YOUR MARKETPLACE JOURNEY

Your Task for Day 1

Step 1: Choose Your Marketplace Type and purpose

Ans:

1. Niche E-Commerce Marketplace- UrbanTread
2. Purpose: The urbanTread e-commerce platform will sell used branded sneakers at cheaper rates

Step 2: Define Your Business Goals

Q1. What problem does your marketplace aim to solve?

Ans: people wanting high-end branded shoes cant afford we will make it affordable by selling used yet branded shoes

Q2. Who is your target audience?

Ans: upper middle, upper class. Age: 18-28, interest in Genz street style

Q3. What products or services will you offer?

Ans: branded used snickers

Q4. What will set your marketplace apart (e.g., speed, affordability, customisation)?

Ans: affordability

Step 3: Create a Data Schema

1. Identify the Entities in Your Marketplace:

Ans: entities:

- Products
- checkout
- Customer
- Shipment
- Payment
- Cart

2. Draw Relationships Between Entities:

