



# Marketeer

Digitizing Indian MSME

A presentation For ONDC



# Market Analysis

- Rapid growth of e-commerce in India, projected to reach \$350 billion by 2030.
- Increasing demand for decentralized, interoperable platforms to democratize digital commerce.
- SMEs contribute approximately 30% to India's GDP and 40% to exports.
- ONDC aims for 30-40 million monthly transactions by March 2025, up from 10 million in June 2024.

# KEY CHALLENGES AND SOLUTIONS

SNPs prioritize ROI-positive sellers, excluding smaller businesses.

Use standardized APIs to simplify seller onboarding.

SNPs struggle to reach sellers in rural and tier 2-4 cities.

Provide mobile-friendly, multilingual onboarding tools.

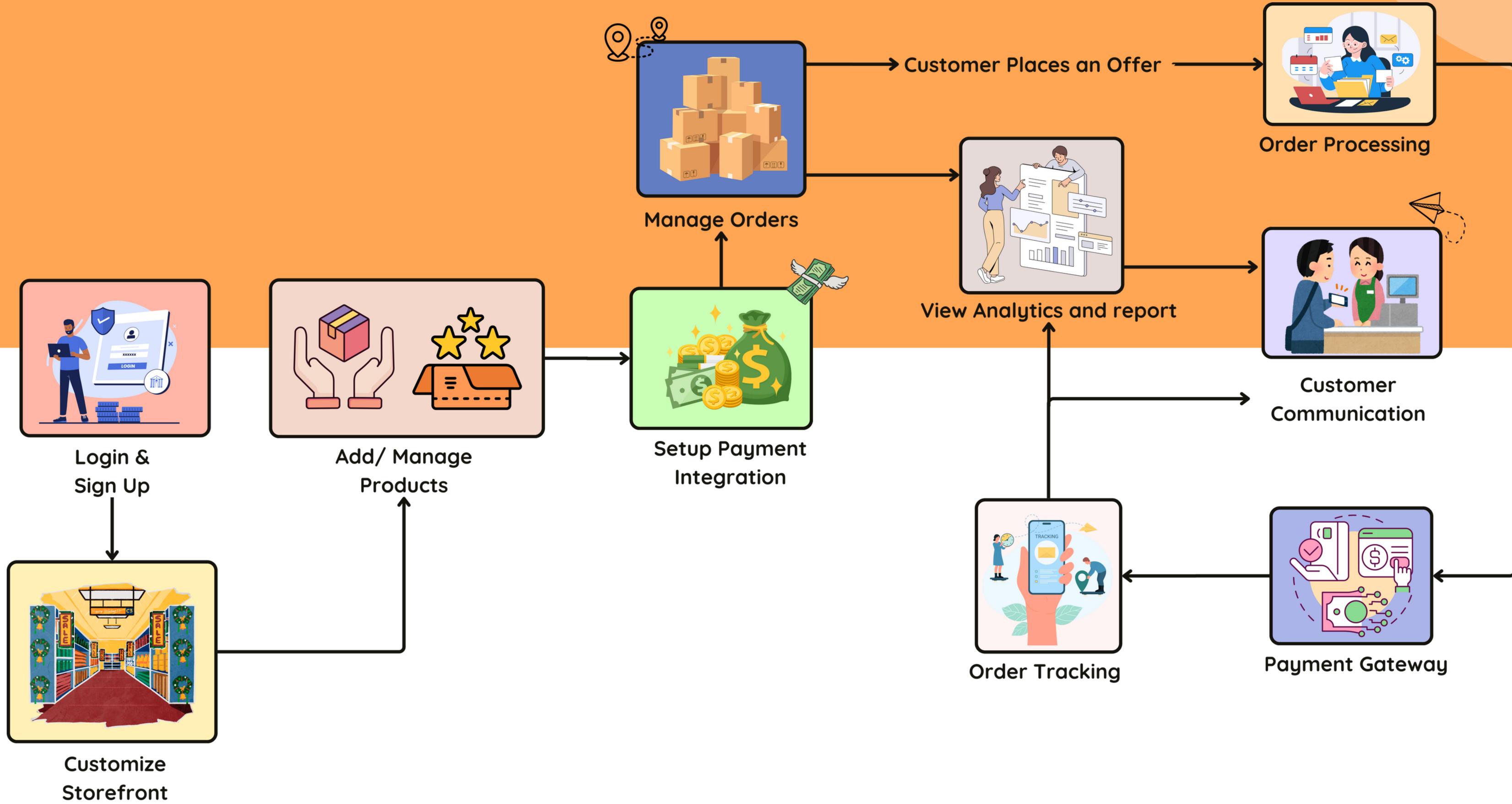
SNPs lack guidance for SMEs on catalog creation and compliance.

Offer self-serve onboarding tools, enabling focus on marketing and logistics.

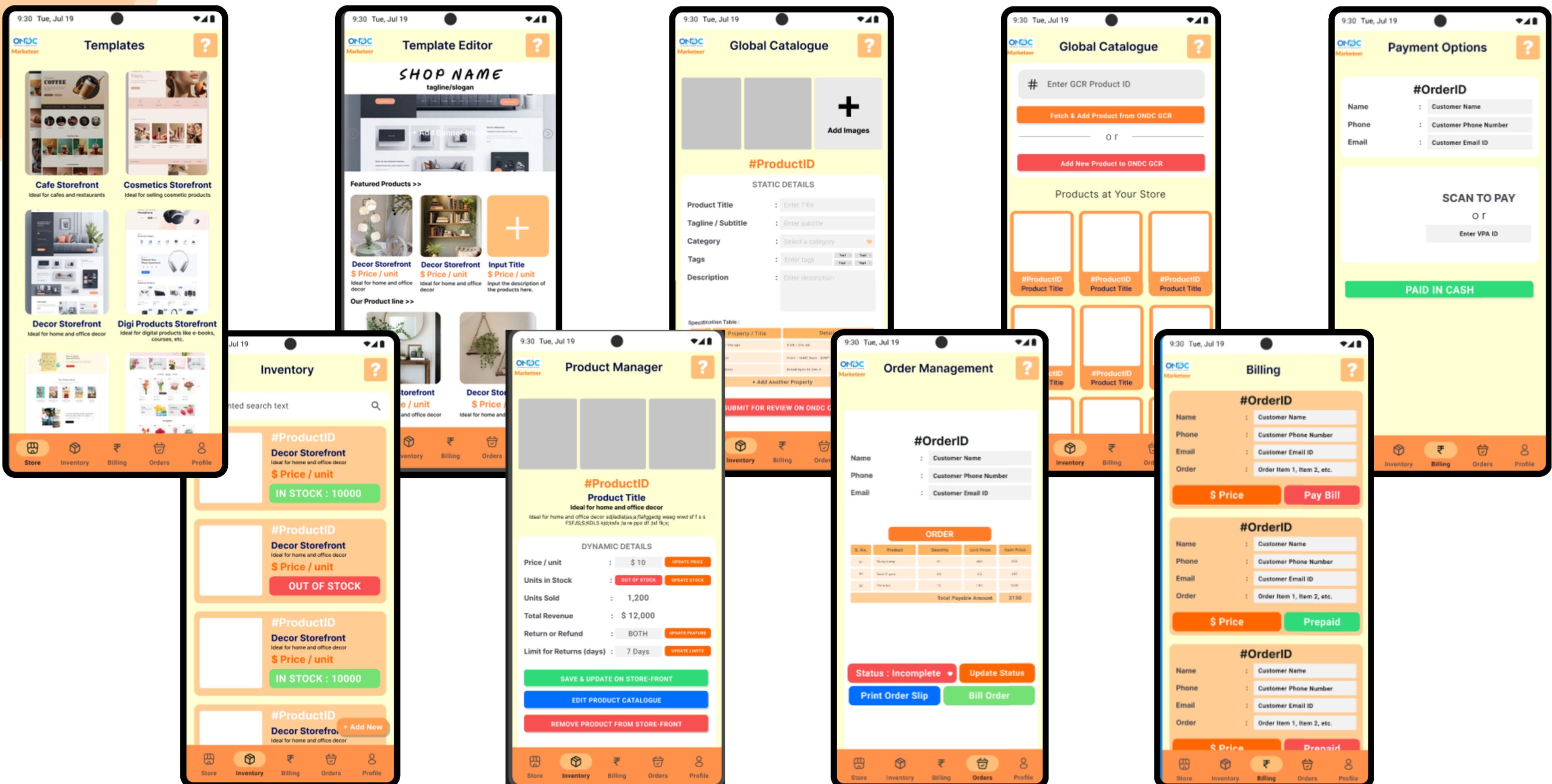
Sellers trust ONDC but struggle to find SNPs for onboarding.

Launch an ONDC-branded direct onboarding platform.

# Technical Architecture



# Wireframe / App Modules



Figma Prototype: <https://bit.ly/MarketeerProto>

# SCALABILITY

ONDC empowers sellers and reduces SNP dependency by using technology to onboard millions of SMEs across regions.

Automating onboarding enables simultaneous seller registrations and catalog uploads.

Building partnerships with logistics, payment, and marketing platforms enhances service offerings.

Automated record-keeping with chat integration enhances scalability, user experience, and efficiency.

# FEASIBILITY

Automation and cloud infrastructure enable scalability, but logistics and payment partnerships need time and strategic effort.

Designing an accessible interface is feasible with modern tools. Extensive testing will ensure usability for all users.

Blockchain ensures secure and transparent cataloging. Scalability and costs need to be considered for large datasets.

Tutorials are easy to integrate for user guidance. Advanced authentication will enhance security but add development effort.

# Unique Selling Proposition (USP)

01

## User-Friendly Interface

A simple, user-friendly interface with clear product listings.

02

## Multilingual Support

Available in Hindi and English for rural users.

03

## Blockchain-Based Catalogue

Blockchain-powered product cataloguing ensures security and Transparency

04

## Comprehensive Support

Offers tutorials, instructions, and robust authentication and privacy features.

# ALIGNMENT WITH ONDC GOALS

## Unified Catalog Framework

Ensures a consistent, decentralized framework, resolving user experience and integration challenges for buyer apps.

## Enhanced User Experience

Multilingual support, and pre-defined templates enhance catalog accessibility and create a consistent user experience, positively influencing consumer purchasing decisions.

## Interoperability and Migration

Simplifies seller migration across platforms, eliminating fragmentation and preserving data integrity.

## Scalability and Hosting

Automating onboarding and catalog uploads ensures scalability, aligning with ONDC's need for efficient catalog hosting and dissemination.

# Tech Stack



**Frontend :** Flutter (for cross-platform app development)

**Backend :** Flutter, Typescript , mongoose

**Blockchain :** Solidity, Solana,

**Database :** MySQL, Firebase, Appwrite

**Cloud Services :** GCP, Docker, Google Cloud API



Google Cloud



Firebase





Team  
CLI

# THANK TOU

For your time

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