

# PWATIK

Marketplace application software



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# Business idea

## Marketplace for traders

in

**food depot, supermarket, boutik** (corner store) and about 1000 **mache** (typical Haitian supermarket) with more than 40 vendors and 100 products and at least 10 products per vendor.

# PWATIK'S Mission

1. Digital inclusion
2. Digital literacy

# PWATIK's vision

1. Digital transformation particularly in transportation
2. Preparedness for digital lifestyle
3. Community development strategies for investment opportunities

# Problems

1. Absence of technology infrastructure in mache
2. Lack of awareness by traders on why tech can make business easier
3. Illiteracy and literacy gaps in peasant sector
4. Managing software and hardware systems too complex for traders
5. Fear of the digital world for many traders
6. Complacency of traders in traditional operations and reluctant to change and use payment methods

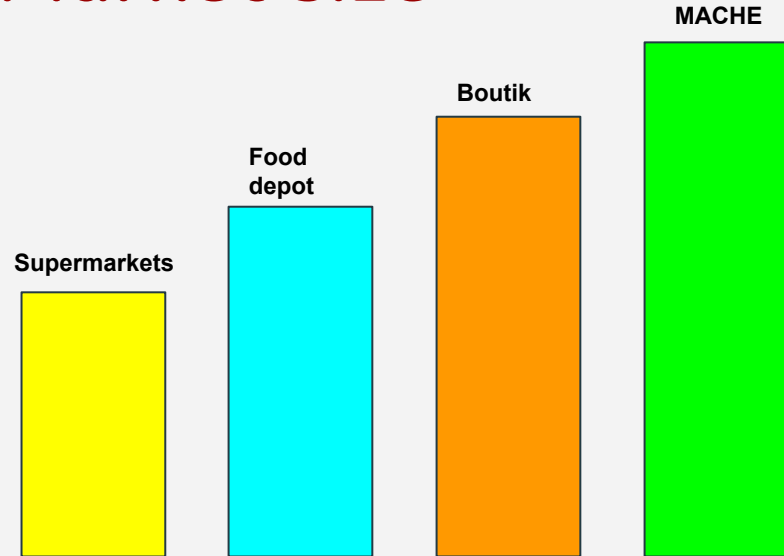
# Solutions

1. Traditional literacy and digital literacy sessions and simulation
2. Reliable internet and equipment
3. Near field communication technology and tokenization
4. Digital platform for traders in MACHE
5. Digital platform simulation
6. Promotion
7. Digital transformation awareness campaign

# Market place

- 1) MACHE
- 2) Supermarket
- 3) Boutik (Corner store)
- 4) Food depot

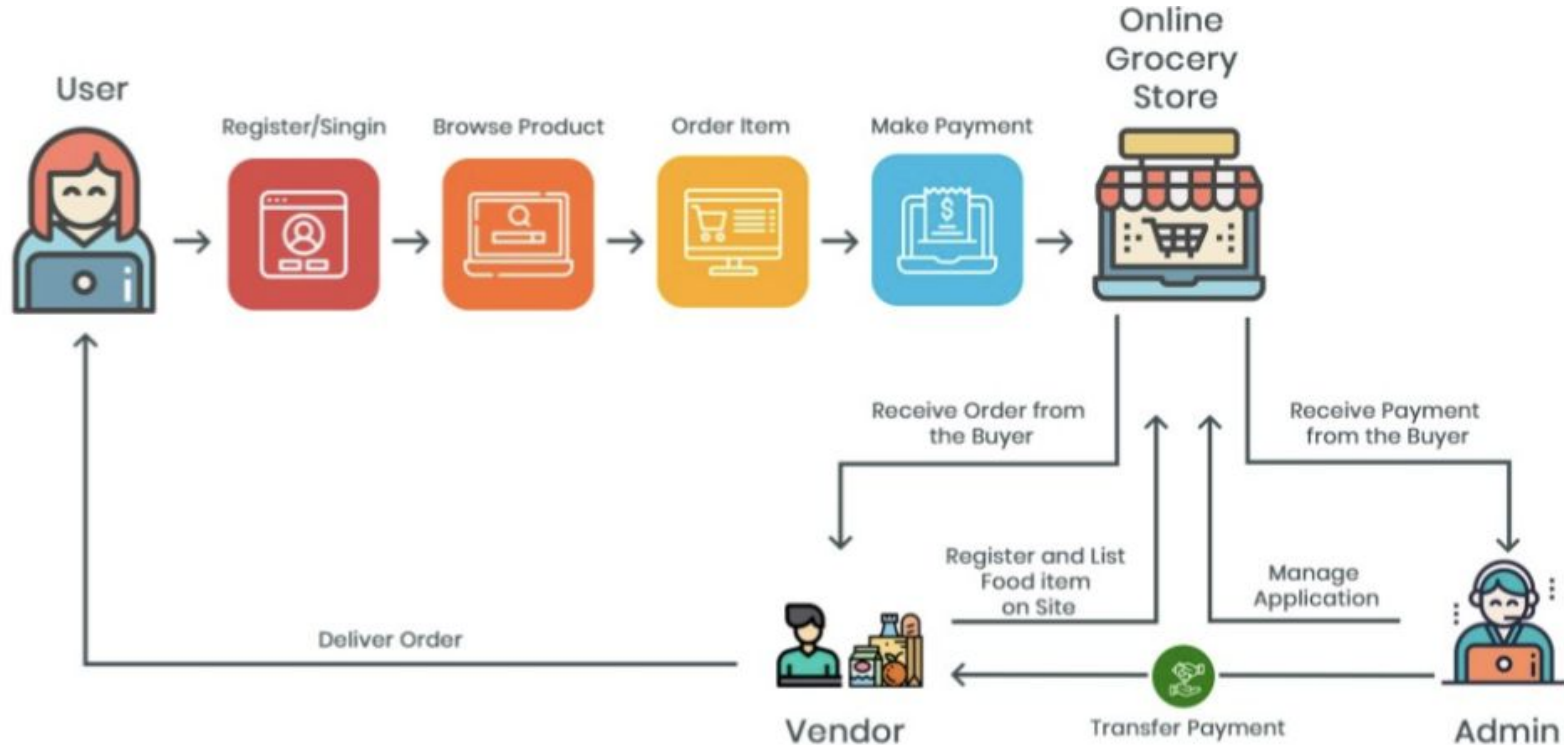
# Market size



# Target audience

People who buy in MACHE, boutik, food depot and/or supermarkets.

# Business model





# Pwatik's features

1. Easy to register and login
2. Easy to select the Mache, the supermarket, food depot, corner store etc...
3. Advanced search and sorting the items
4. Add to cart
5. Payment mode - POS system
6. Customer feedback: review and rating
7. Push notification

## Additional features in the future

Offer zone (coupon, discounts)

Schedule order delivery

Order tracking

Voice technology

In-App chat/calling

Smart search

Nutrition section

Build custom on-demand grocery apps


# Competitors



# Stakeholders



# Traction

1- Launching of the business on 2020 

2- Participation in Digital career accelerator program on 2020



3- Member of VisionAlres community in 2021  **VisionAIres**

# Marketing

1. Media plan in 10 departments
2. Mouth to mouth advertisements
3. Screen Video marketing in Mache
4. Push notifications
5. Social media advertising

# Team of the project

Professionals whose background are relevant to:

1. Information and technology
2. Sales and marketing
3. Business

# Activities

Learning sessions and simulations around:

1. Digital platform-grocery system
2. Traditional and Digital literacy
3. Civility and Group cohesiveness
4. Order and neatness
5. Environment literacy and waste management
6. Holistic literacy and tourism

# Fundamental stakeholders

1. E-wallet
2. Commercial banks
3. Mobile Financial institutions
4. Vendors associations
5. Association of trainers (students from high schools, universities especially in IT schools)
6. Schools (Space and students to teach digital literacy sessions, instructions about the grocery platform and simulation)



# Launching estimated budget- PWATIK project

10 counties from December 2023- December 2025

Description	Amount
Technology	\$87,513
Marketing promotion	\$100,000
Operating funds	\$100,000
Digital literacy	\$367,749
Group cohesiveness	\$90,000
Tourism and mache redevelopment	\$11,030,000
Waste management	\$60,000
Cost of materials	\$18,187.27
PWATIK workforce	\$1,448,145
Total loan of PWATIK	\$13,301,593

# Statement of the financial position

## PWATIK project

*The revenue will grow up as much there will be more customers and more traders using the app though the years.*

2025		
Income Statement		
Total revenue	\$150,121	\$5,254
Gross profit	\$144,867	\$106,604
EBITDA	\$38,263	\$4,207
Net income	\$34,056	
Balance sheet		
Total assets	\$83,014	
Liabilities	\$10,000	
Equity	\$73,014	
Total liabilities and equity	\$83,014	
Cash flow statement		
Net earning	\$30,000	\$574
Cash flow on operating	\$29,426	
Cash flow on investing	\$31,950	\$2,524
Cash flow on financing	\$29,946	\$2,004
Cash flow year ended 2025	\$29,946	

# Timeline | Hybrid development - Part 1

No	Activities	Period of time	No	Activities	Period of time
<b>A -Technology</b>			<b>B - Education</b>		
1	Web app development	Four (4) months	1	Basic literacy	One (1) month
2	Maintenance	Constantly	2	Digital literacy	Three (3) months
3	Testing	Constantly	3	Group cohesiveness	Three (3) months
4	Download	Constantly	4	Waste management awareness and integration	Two (2) months
5	Pay-per-click	Constantly	5	Holistic literacy (tourism)	Two (2) months
6	Payment collection	Constantly			

# Timeline | Hybrid development - Part 2

No	Activities	Period of time	No	Activities	Period of time
<b>C -Waste management integration and awareness</b>			<b>D - Tourism &amp; mache redevelopment</b>		
1	Awareness among traders in mache of the importance of nature conservation	One (1) month	1	Asphalting	One (1) month
2	Reduce social stigma related to waste workers	One (1) month	2	Painting work	Three (3) months
3	Cleanliness and environmental health	One (1) month	3	Trade place organization	Three (3) months
4	Session about waste manangement (storting, wrapping, cleaning and hygiene)	One (1) month	4	Space decoration	Two (2) months
			5	Carabella (Pack of 1 dress, 1 headwrap or hat, and skirt for women) (Pack of 1 pant, 1 blouse and a hat)	Two (2) months

## Complimentary solutions

1. Waste collection selling for recycling
2. Culture guide tour among mache
3. Trash exportation
4. Tourism involvement

## Future of the grocery application of Mache

As long as there will be operations within mache, supermarkets, food depot and corner store, the grocery system will be able to generate revenue.

All stakeholders that the grocery system is profitable should contribute to the mache grocery system expansion.

As technology is in constant evolution, we look forward to innovating more within the platform.

# THANK YOU!

