

RootsReach vs Momskart – Comparative & Execution Strategy

Introduction

This document presents a comparison between RootsReach (our platform) and an existing platform Momskart, which is operational in the homemade product space. It also outlines our unique differentiators, key features, and execution plan to build and scale RootsReach effectively.

Comparative Analysis: RootsReach vs Momskart

- Momskart: Focuses mainly on allowing homemakers (especially moms) to list and sell homemade food and crafts.
- RootsReach: Goes beyond by providing raw material kits, tutorials, dual buyer flow, and offline support.

Key Comparison:

1. Raw Material Supply:

- Momskart: ✗ No raw material support
- RootsReach: ✓ Provides raw material kits with tutorials

2. Buyer Type & Order System:

- Momskart: Only retail buyers (single customers)
- RootsReach: Both B2B (distributors - bulk orders) and B2C (consumers - small orders)

3. Product Types:

- Momskart: Food, snacks, pickles, crafts
- RootsReach: Dhoopbatti, home décor kits, future expansion into more handmade items

4. Seller Empowerment:

- Momskart: General seller listing + optional guidance
- RootsReach: Tutorial-based enablement + opportunity-based recognition and LoRs

5. Offline Integration:

- Momskart: No physical stall or local lead support known
- RootsReach: Future plan to nominate local women as product guides & offer offline stall recommendations

6. Technology Stack:

- Momskart: Web + mobile app (tech not fully public)
- RootsReach: MERN Stack (MongoDB, Express.js, React.js, Node.js) with scope for React Native

RootsReach – Unique Value Proposition

RootsReach is a material-to-market empowerment platform, designed not just for selling products but enabling women to:

- Learn via tutorials
- Build using raw material kits
- Earn through product listings
- Grow with recognition and offline expansion opportunities

Execution Plan (Platform-wise)

1. Frontend (React.js)

- Build raw material listing page with filters & descriptions
- Tutorial section (YouTube embed or hosted)
- Product listing form and public display page for homemade items
- Buyer flow for B2B and B2C

2. Backend (Node.js + Express)

- REST APIs for authentication, product, material, and orders
- User role management (consumer, distributor, seller)
- Ratings, comments, and LoR eligibility logic

3. Database (MongoDB)

- Collections: users, materials, homemadeProducts, tutorials, ratings, LoRs

4. Admin Panel (Optional)

- Add/Edit kits, tutorials, manage featured sellers

5. Recognition Flow

- Track top-sellers monthly
- Auto-generate LoRs (PDF)
- Partner with offline programs (like Vikas Bhavan stalls)