

# Idea Submission Form

## Section 1: Team Structure

Team Number	-
Team Name	- Hub4Estate
Co-Founder 1	-Shreshth Agarwal
Co-Founder 2	-Arihant Jain
Co-Founder 3	-

## Section 2: Problem Statement

### 1. Who is your customer?

Our customers are:

- **Primary:** Small-to-mid real estate material shop owners (cement, tiles, paints, hardware) in Tier-2/Tier-3 Indian cities (Sri Ganganagar, Sirsa, Bhatinda). They typically manage catalogs offline via PDFs, WhatsApp forwards, or paper brochures.
- **Secondary:** Consumers (home builders, small contractors, property owners) in these same cities who face delays in finding trusted material vendors, service providers (plumbers, electricians, carpenters), and verified professionals.
- **Psychographics:** They value trust, speed, and word-of-mouth reputation but are digitally underserved.
- **Behavior:** They spend 3–5 hours/day on WhatsApp or phone calls for vendor discovery, often travel to multiple shops, and depend heavily on references.

### 2. What problem does your customer face? What is the cause of the problem? What harmful effects does it have?

- **Problem:** Consumers and professionals waste hours daily in fragmented communication—chasing catalogs, comparing prices, or finding trusted service providers.
- **Underlying Cause:** No single digital hub connects all stakeholders with verified profiles, live catalogs, and project-level collaboration. Existing real estate portals (99acres, MagicBricks) focus on property listings, not **materials + services**.
- **Harmful Effects:**
  - Consumers overspend (10–20% more) due to lack of transparent comparison.
  - Shop owners lose customers to bigger cities/brands.
  - Projects face delays due to poor coordination and lack of digital documentation.
  - Trust deficit — fake vendors, hidden costs, lack of verified professionals.

### 3. How have you validated that these problems are real?

- Conducted **40+ user interviews** (vendors + consumers).
- Observed **WhatsApp groups** with 200+ members where material catalogs are circulated chaotically.
- Research: KPMG report on Indian real estate shows **Tier-2/3 cities growing fastest**, but digital adoption is <20% among material vendors.
- Insight: Every shopkeeper keeps **printed catalogs in dusty files**; none have proper digital reach.

#### 4. How will you reach your customers?

- **Vendors:** On-ground onboarding through city markets (Dhan Mandi, local contractor hubs), Rotary/Chamber of Commerce networks, and referral bonuses.
- **Consumers:** WhatsApp ads in local groups, partnerships with contractors, community engagement (blogs on govt policies, city masterplans).
- **Digital channels:** Facebook groups, LinkedIn (professionals), Instagram reels showing “How to find trusted vendors in your city.”

### Section 3: Solution

#### 1. What solution will you build to solve your customers’ problem? Mention just one hero feature.

**Hero Feature:** A dual-sided platform with:

- **AI-Powered RFQ + Verified Marketplace:**
  - **Consumers:** Search live **catalogues**, select SKUs, post **RFQs**, get **comparable quotes** from **verified** dealers/service pros, manage in **Project Workspace**.
  - **AI Assistant:** Ask **any real-estate/government** question (e.g., “Convert agri→residential in Jaipur?”) → **steps, docs, fees, office addresses**, plus **expert/provider** matchmaking.

👉 This directly solves the fragmentation by centralizing discovery, verification, and project-level execution.

#### 2. Why is your feature 10x better than existing solutions?

- Current portals = *only property listings*.
- WhatsApp = *scattered, no trust, no verification*.
- LinkedIn = *professional networking, but not localized vendors*.
- Hub4Estate = **All-in-one:**
  - Digital catalogs (like Amazon for materials).
  - Verified professionals (like UrbanClap for services).
  - Community + blogs (like LinkedIn for real estate).
  - Project workspace (like Trello for construction).→ No other product merges **social + marketplace + project tools** in this sector

#### 3. What tools (e.g., Lovable, Relevance) and integrations (e.g., OpenAI API, Telegram) will you use to build your solution?

Instructions : List the key technologies, platforms, or tools you’ll use to build the solution. Be specific about front-end, back-end, and any APIs or AI features.

Sample : Team will use Lovable.dev for front-end development, Supabase for database management and user authentication, and the OpenAI API to power AI features like summarization and content extraction

#### 4. What experience does your team have with your chosen tools?

##### Shreshth Agarwal:

- Built multiple live projects using **Orchid**, **Lovable.dev**, **Relevance**, and **n8n** for both hackathons and personal ventures.
- Experienced with **Supabase**, **Auth integrations**, **OpenAI API**, and automation workflows.
- Designed complete app journeys—from UI prototypes to database schema—using no-code and low-code tools.

##### Arihant:

- Comfortable using **Lovable.dev** for cataloguing and vendor onboarding workflows.
- Brings offline operations knowledge and applies no-code tools for streamlining supplier data and market onboarding.