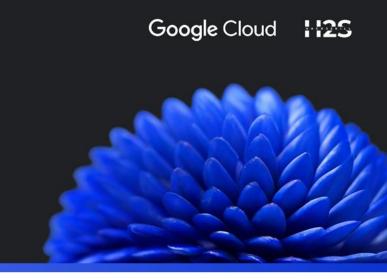


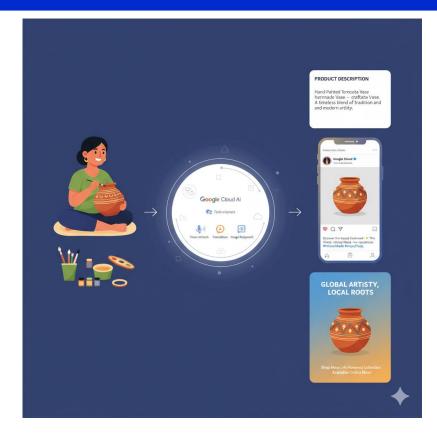
# Gen Al Exchange Hackathon



Team Name: The Experts

Team Leader Name: Potluri Naga Sai Mahitha

Problem Statement: AI-Powered Marketplace Assistant for Local Artisans



#### **Brief About the Prototype:**

- An Al-powered digital assistant designed for local artisans.
- Helps artisans tell their craft story in a beautiful, engaging way.
- Generates product descriptions, social media captions, and hashtags instantly.
- Supports multiple languages → connects artisans with local + global buyers.
- Creates marketing visuals (enhanced product photos, posters, banners).
- USP: Combines traditional art & modern Al → making artisans visible in the digital world.

# **Opportunity & USP How we're different:**

Focused exclusively on local artisans

Combines storytelling, product promotion, and marketing in one platform

Requires no prior tech or digital marketing skills

### How it solves the problem:

Expands artisans' reach to new digital audiences
Automates social media promotion and product listing
Provides actionable insights to boost sales and engagement

### **Our Unique Selling Point (USP):**

AI-powered, all-in-one assistant for artisans
Multilingual support to connect with diverse audiences
Interactive features like virtual try-ons and AI avatars
Simple and intuitive, empowering artisans without technical knowledge





- •Generates product stories, descriptions, and marketing assets in minutes.
- •Bridges language gaps  $\rightarrow$  connects artisans with both local & international buyers.
- •Frees artisans to **focus on craft**, while AI handles the digital side.



Descriptions, Captions

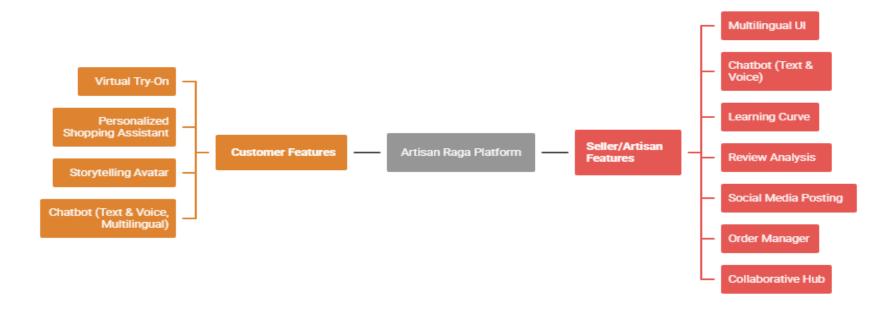


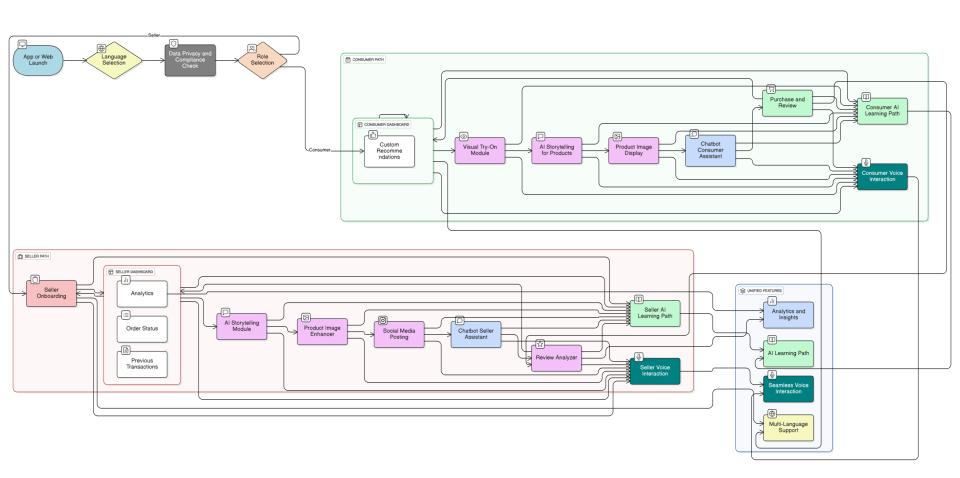


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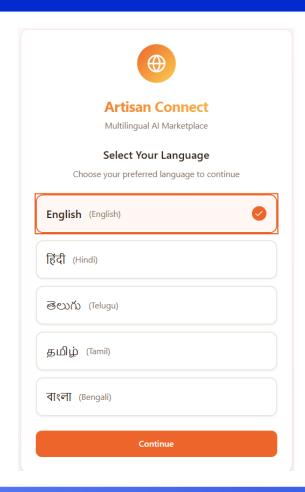
Connects Local Al Handles & Global Buyers Digital Side

#### Features of Artisan Raga Platform



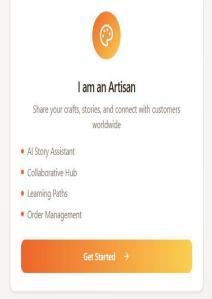


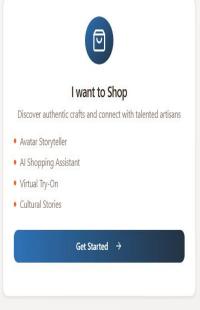
## **Gen Al Exchange Hackathon**

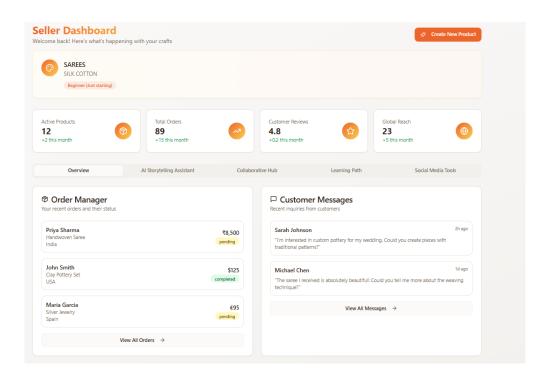


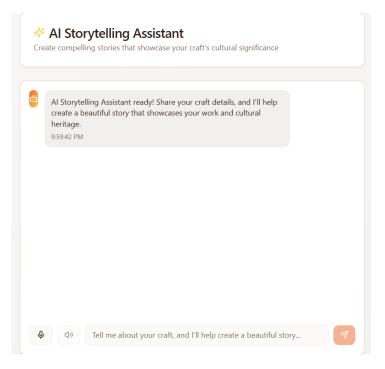
#### **Welcome to Artisan Connect**

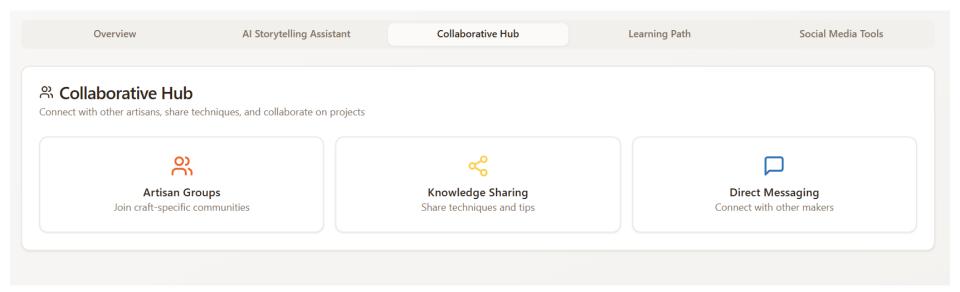
Choose your journey to get started











# TECHNOLOGIES TO BE USED IN THE SOLUTION:

# **Frontend:**

React.js

Tailwind CSS

**TypeScript** 

**Backend:** 

Node.js + Express.js

Python (FastAPI)

**Google Cloud Generative AI Services:** 

Vertex AI Generative Models

Dialogflow CX

Cloud Translation API

Vision API + Imagen Generative AI Studio

## **Database & Authentication:**

MongoDB

Firebase Authentication

**Integration / APIs:** 

REST API / GraphQL

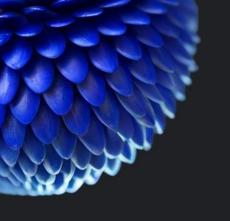
Social Media APIs

**Hosting & Deployment:** 

Vercel / Netlify

Google Cloud Run / App Engine

Docker



# Gen Al Exchange Hackathon

Thank you

