

# THE PRODUCT VISION BOARD

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| <b>VISION:</b> | The purpose of creating our product is to facilitate the marketing of EAFIT students' ventures. The great change that this can offer is to avoid spam from WhatsApp groups and have more focused information to give a good image to each venture. If the expected level of quality is achieved and the use of the tool is continuous, the brands of the ventures can be better positioned. |
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| <b>TARGET GROUP:</b><br><br>The platform is aimed at the EAFIT University community, with the goal of strengthening the entrepreneurial ventures of its members. The primary users of this project will be students, professors, and other university members, with a special focus on students as the main product providers. This way, both entrepreneurs and customers can benefit from the platform's conveniences and services. | <b>NEEDS:</b><br><br>-Efficient and organized access to entrepreneurial ventures<br><br>-Greater visibility for entrepreneurs<br><br>-Personalized experience for customers<br><br>-Exclusive verification for students<br><br>-Accessibility and ease of use<br><br>-Efficient communication channel without spam | <b>PRODUCT:</b><br><br>-Intuitive platform: Easy to use for buyers and sellers.<br><br>-Fast communication: Direct messaging within the platform.<br><br>-Reputation system: Ratings and reviews to build trust.<br><br>-Established brand: Comes from the recognized "Antojos EAFIT" brand.<br><br>-Product discovery: Search and filter options for easy product finding. | <b>BUSINESS GOALS:</b><br><br>-Create a user-friendly and efficient platform that encourages frequent use by both buyers and sellers.<br><br>-Facilitate product sales, boosting the visibility and accessibility of student entrepreneurs' offerings.<br><br>-Help entrepreneurs manage their inventories more efficiently, reducing the time spent on manual updates and increasing operational efficiency.<br><br>-Position the platform as an "extension" of the university, aiming for widespread recognition among students. |
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