

# PaiseBachat

**For the Students, By the Students and Of the Students**



# PROBLEM

The market

**Information ambiguity**

Shopkeeper

**Language/Communication**

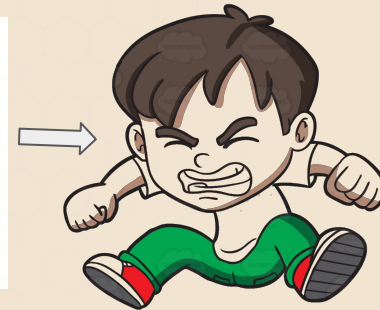
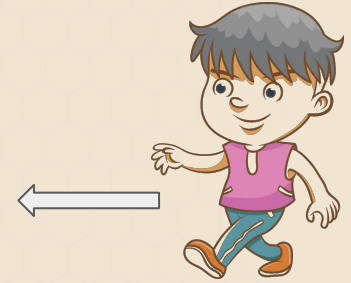
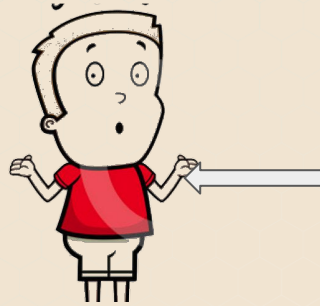
**Barrier**

Scholarship

**Financial Constraint**

University/Studies

**Time Management**



# Solution



Platform for students

Selling and  
buying Online

Establish  
relationships with  
other students

Get products  
based on their  
region

# Target groups



**Approx: 30000-32000**

International students in  
Budapest

Local Students

Newcomers/Outgoing

# Competitors



**vatera.hu**

Hungary's biggest online marketplace and a major player among the domestic e-commerce businesses.



**Facebook**

This giant provides similar platform



**jofogas.hu**

Hungarian e-commerce market (meaning "good deal"), launched in 2010 it quickly gained market share amongst local C2C marketplaces

# Marketing



Facebook ads



International communities

Student centers

# SWOT ANALYSIS



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## STRENGTHS

It is a platform that is specifically committed to students and their related problems



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## WEAKNESSES

The biggest blockage is the financial situation and market resources.



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## OPPORTUNITIES

Scope of expanding to other universities and dormitories.  
Expanding to the different market segments



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## THREATS

Platforms like facebook and others are the greatest threats with their money and resources



# Partners



Local hostels and  
dormitories

Shops based on  
regions

Universities:

**BME**  
**ELTE**  
**Corvinus**



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# Social Impact

Solves real problem for students

Lowers the cost of studying abroad

Helps students to meet each other

Saves money for students



# Our Team



**Shyam**

Data Science



**Brwa**

Software Architecture



**Akhin**

Data Science



**Deepak**

Autonomous Systems

# Thank You!

