Gen AI Exchange Hackathon

Team Name : AiCrew

Team Leader Name : A Bhargavi

Problem Statement : AI-Powered Marketplace Assistant for Local Artisans

Problem Statement through Field Research

The Ground Reality – Local Shops

- Artisans are still 👀**invisible online**, relying mostly on local fairs and word-of-mouth.
- 💸**Middlemen take away most profits**, leaving artisans with only 20-30% of the value.
- Many artisans **lack digital marketing and 📖 storytelling skills**, so their heritage is lost.
- There is **strong🌍global demand** for authentic crafts, but no bridge to connect artisans with these markets.

"We create with our hands and heart, but still stay unseen beyond our village. Middlemen take our profits, while our stories and struggles go unheard." ~Local artisan

I want authentic, sustainable, handmade products.
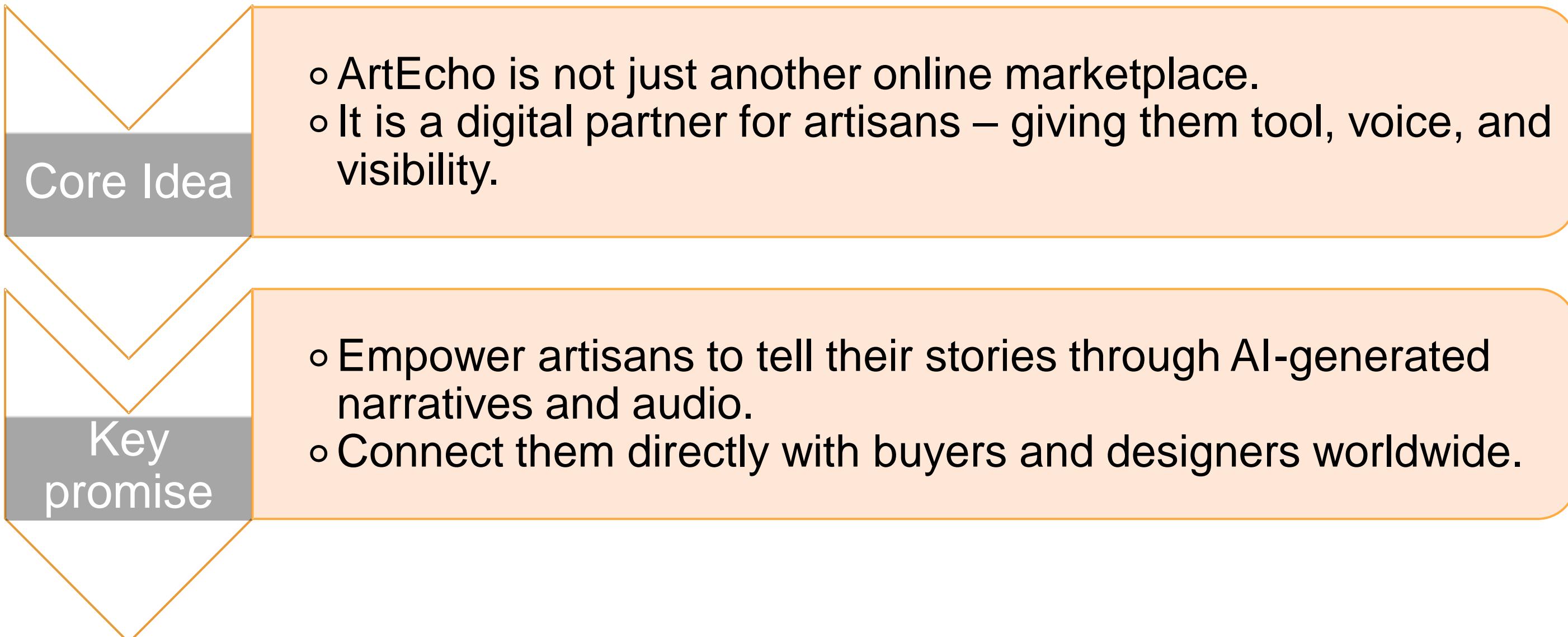
I Create, but no one hears my story.

A partnership where craft meets creativity, and tradition meets innovation.

Core Idea

- ArtEcho is not just another online marketplace.
- It is a digital partner for artisans – giving them tool, voice, and visibility.

Key promise

- Empower artisans to tell their stories through AI-generated narratives and audio.
- Connect them directly with buyers and designers worldwide.

How different is it from any of the other existing ideas

Where artisans are today..

Etsy / Amazon Handmade
- They are marketplaces, not partners.
- Focus is on selling products only, not on storytelling or artisans' empowerment.

NGO / Handicraft Portals (like CCIC or Crafts Council
- Often limited, small scale, and lack of AI-driven features.
- No matchmaking, no catalog automation, little global visibility.

What makes ArtEcho Unique

✦ Story-First Platform
Every product is paired with a Story Card – buyers connect emotionally.

☐ AI Brand Matchmaker
Designers share their styles, AI suggests matching artisans – real Collaboration.

🌍Global Supply Chain Bridge

Auto-generated export-ready catalogs

💡 Digital Partner, Not Just Marketplace

Tools for storytelling, cataloging, discovery, and AI-powered growth

How will it be able to solve the problem?

Invisibility -> Digital voice
Problem : artisans remain unseen beyond local fairs.
Solution: ArtEcho gives every artisan a *digital profile* with story, images, and audio to showcase globally.

Middlemen Exploitation -> Direct-to-Buyer/Designer Access
Problem: Middlemen take away 70–80% of value.
Solution: Buyers and designers connect *directly with artisans* for purchases and collaborations.

Lack of Storytelling → AI Story Cards
Problem: Artisans struggle to market their craft.
Solution: AI auto-generates *story cards and audio*, turning products into *emotional stories* that buyers value.

Digital Divide → Simple, Multilingual Tools
**Problem:** Artisans are rural, non-English speakers.
Solution: ArtEcho provides *multilingual interfaces and AI translation*, making global communication effortless.
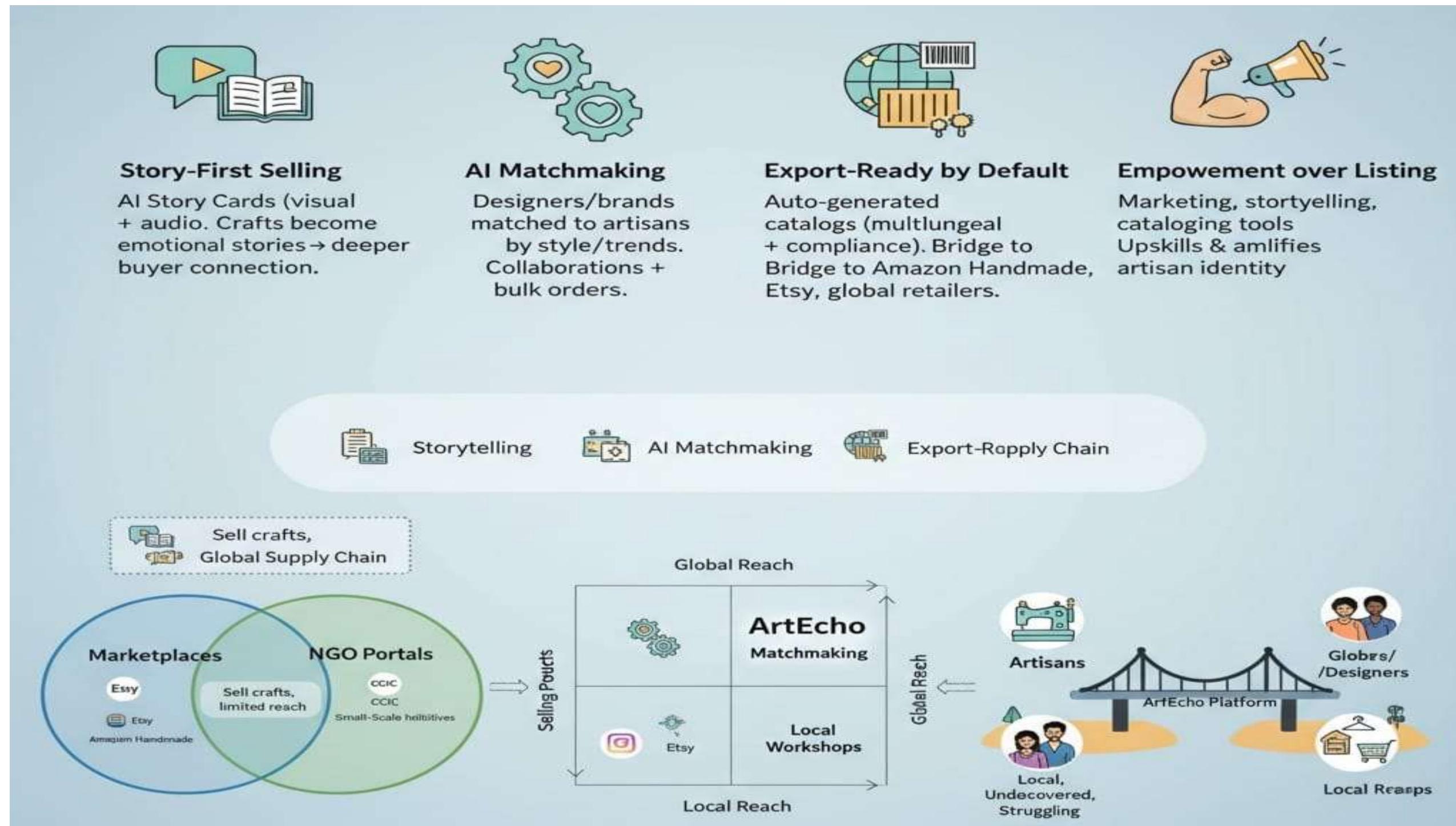
Missed Global Demand → Export-Ready Catalogs
Problem: No scalable bridge to global markets.
Solution: Auto-generated *export-ready catalogs*.

USP of the proposed solution

"More than a marketplace — a digital growth partner for artisans."

List of features offered by the solution

Artisan Dashboard
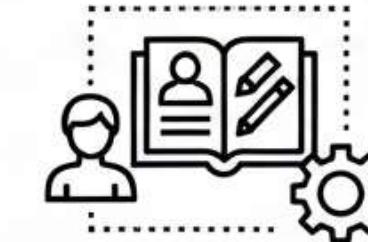
Manage crafts, view orders, track earnings.

Buyer Dashboard

Explore stories, purchase unique crafts, connecs, connect with creators

Designer Dashboard

Discover artisans, create collections, request collaboration.

AI Storytlelling Card

Visual + audio narratives for emotional connection

AI Matchmaker
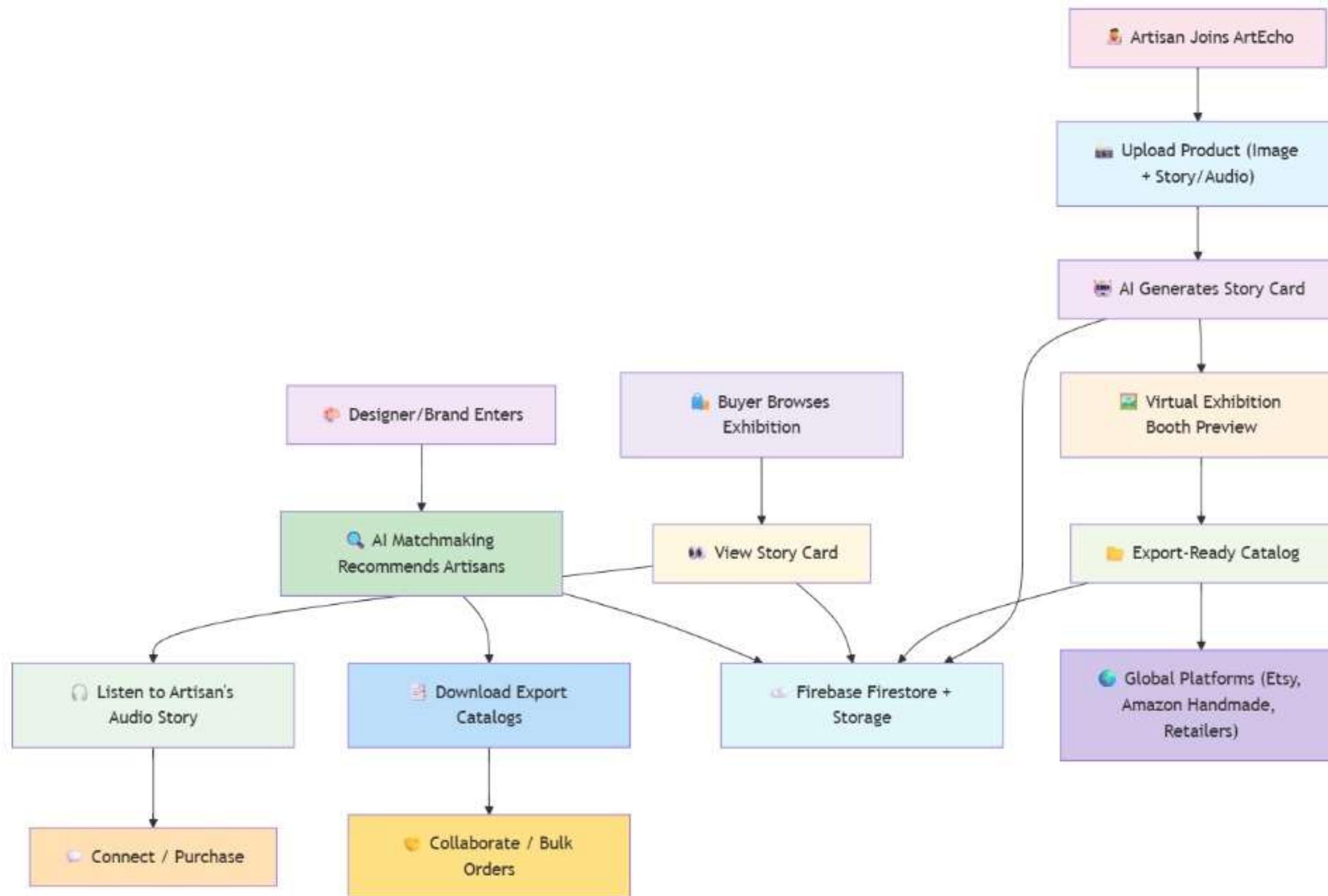
Connects designers/bror with artians by style

**Global Reach**
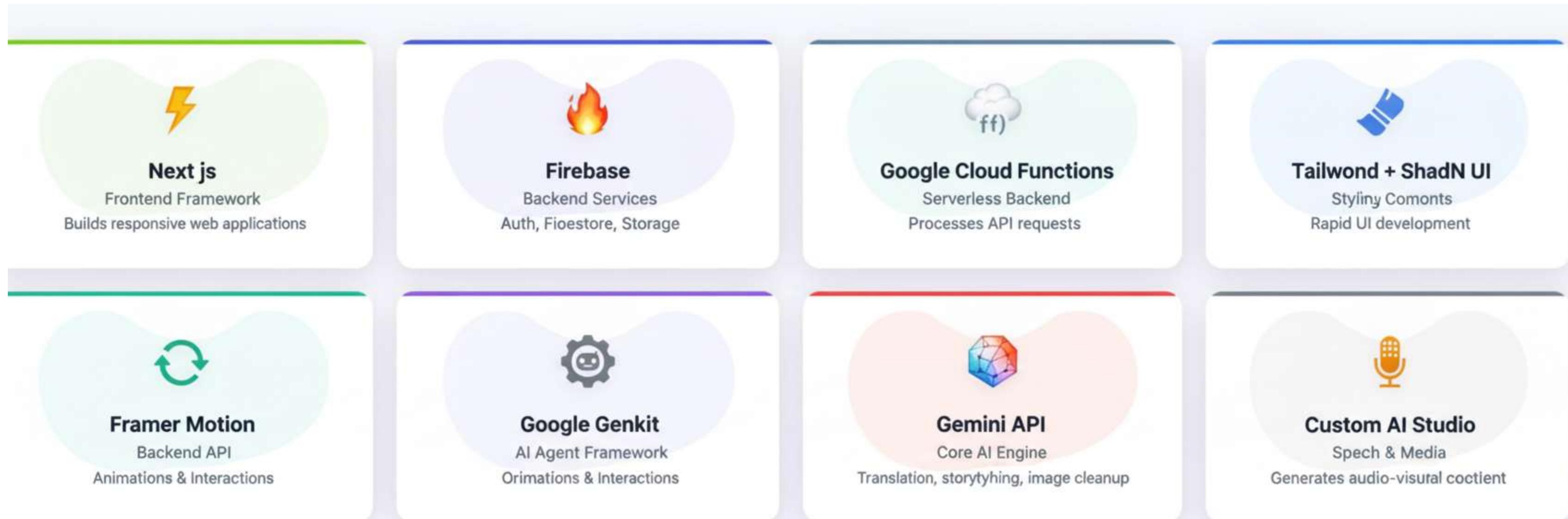
Direct bridge to global and retallers
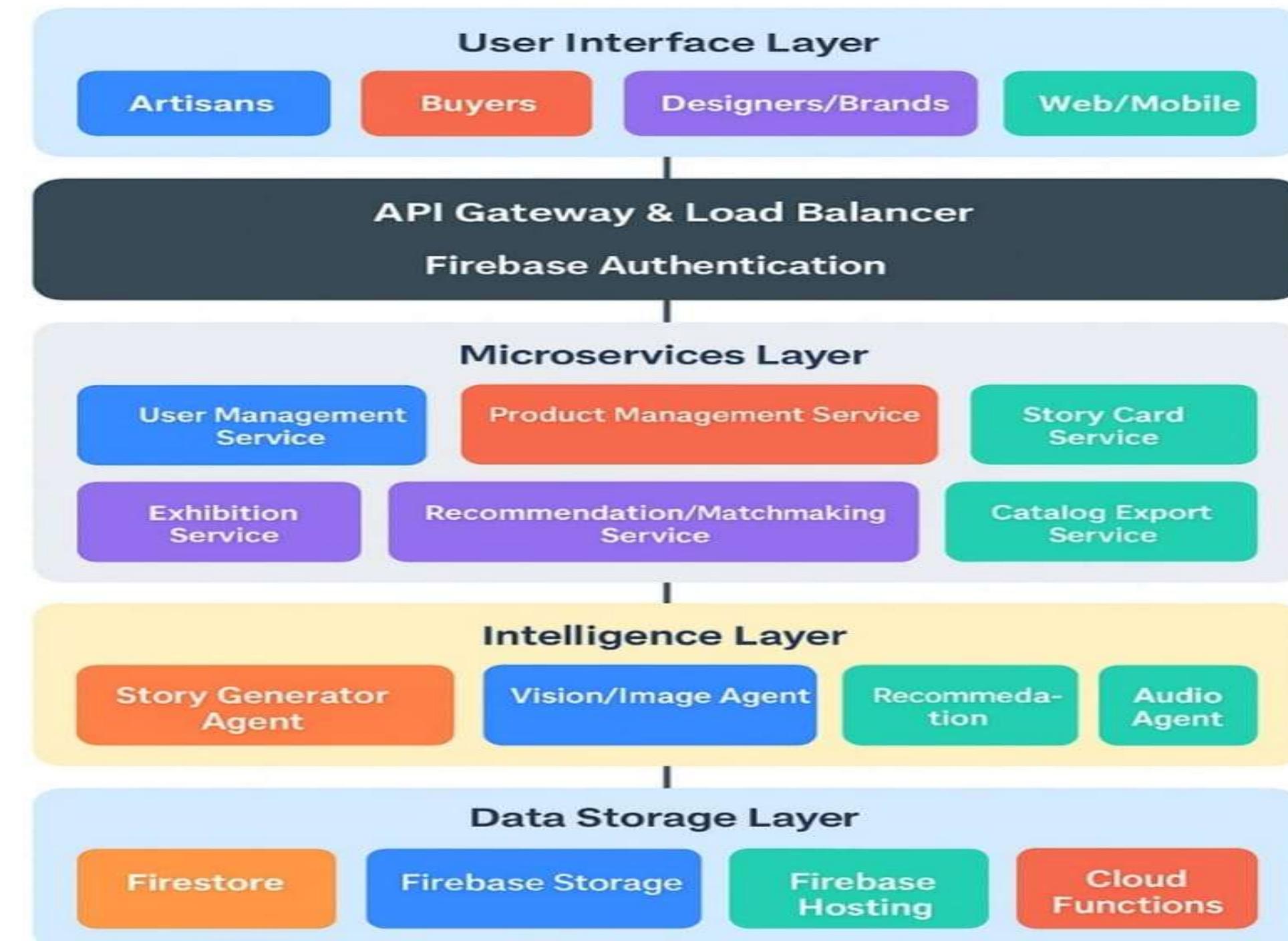
Process flow diagram or use-case diagram

Technologies to be used in the solution

Next js
Frontend Framework
Builds responsive web applications

Firebase
Backend Services
Auth, Fioestore, Storage

Google Cloud Functions
Serverless Backend
Processes API requests

Tailwond + ShadN UI
Styliny Comonts
Rapid UI development

Framer Motion
Backend API
Animations & Interactions

Google Genkit
AI Agent Framework
Orimations & Interactions

Gemini API
Core AI Engine
Translation, storytyhing, image cleanup

Custom AI Studio
Spech & Media
Generates audio-visual coctient

Architecture diagram of the proposed solution

Mock diagrams of the proposed solution

ArtEcho

Browse   Artisan Dashboard   Buyer Dashboard   Brand Dashboard

Login / Sign Up

All Creations

Terra Cotta Mug
by Elena Rodriguez

5.00

Indigo Shibori Blanket
by Amina Yusuf

$120.00

Celtic Knot Pendant
by Liam O'Connell

$95.00

Hinoki Wood Cutting Board
by Kenji Tanaka

$75.00

ArtEcho

Browse   Artisan Dashboard   Buyer Dashboard   Brand Dashboard

Login / Sign Up

Artisan Dashboard

AI Story Generator   Manage Products   Manage Profile

Generate Story Card

Fill in the details below, and our AI will craft a beautiful story card for your product.

Artisan Name

e.g., Elena Rodriguez

Craft

e.g., Ceramics

Location

e.g., Oaxaca, Mexico

Artisan Story

Generated Story Card

Your AI-generated story and audio will appear here.

Your result will be displayed here.

ArtEcho

Browse   Artisan Dashboard   Buyer Dashboard   Brand Dashboard

   Login / Sign Up

Brand Dashboard

Connect with artisans and discover unique products that align with your brand.

✨ AI Artisan Matchmaker

Describe your brand and desired trends to find the perfect artisan partners.

Your Brand's Style

e.g., Minimalist, Sustainable, Luxury

Relevant Market Trends

e.g., Earth tones, natural materials, bold geometric patterns

✦ Find Matches

Recommended For You

Your AI-powered recommendations will appear here.

ArtEcho

Browse   Artisan Dashboard   Buyer Dashboard   Brand Dashboard

👤 Login / Sign Up

Meet the Artisans

Browse our talented artisans and connect with them directly.

Elena Rodriguez

Ceramics

Oaxaca, Mexico

"Elena grew up in a family of potters, learning the ancient techniques of Zapotec pottery from her grandmother. She finds inspiration in the natural landscapes of Oaxaca,...

Connect

Kenji Tanaka

Woodworking

Kyoto, Japan

"A master carpenter, Kenji Tanaka has been perfecting the art of joinery for over 40 years. His minimalist designs emphasize the natural beauty of the wood, creating...

Connect

Amina Yusuf

Textiles

Marrakech, Morocco

"Amina leads a cooperative of female weavers who create stunning rugs and textiles using traditional Berber techniques passed down through generations. Each pie...

Connect

Browse   Artisan Dashboard   Buyer Dashboard   Brand Dashboard

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"Elena grew up in a family of potters, learning the ancient techniques of Zapotec pottery from her grandmother. She finds inspiration in the natural landscapes of Oaxaca,...

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Connect

Connect

Connect

Product Catalog

Download our full product catalog to explore all available creations.

⬇ Download Catalog (PDF)

Indigo Shibori Blanket

👤 Amina Yusuf   🏷️ Textiles   📍 Marrakech, Morocco

The Story

"From the vibrant heart of Marrakech, Morocco, Amina Yusuf leads a remarkable cooperative of women weavers. With hands steeped in tradition, they preserve the rich heritage of Berber textiles, each thread carrying stories passed down through generations. While rooted in ancient techniques, Amina's vision also embraces innovation. This exquisite Indigo Shibori Blanket is a testament to that spirit, blending Moroccan artisanal skill with the ancient Japanese art of shibori. Hand-dyed with natural indigo on soft cotton, it offers a touch of serene beauty and unique craftsmanship to any home, a true fusion of global artistry and a cherished legacy."

🔊 **Audio Story**

▶ 0:00 / 0:45   🔊 ⋮

$120.00   Close   Connect with Artisan

Login / Sign Up

Cotta Mug
a Rodriguez

Cutting Board

Indigo Shibori Blanket

👤 Amina Yusuf   💬 Textiles   📍 Marrakech, Morocco

of cultural fusion and skilled craftsmanship. More than just a blanket, it's a piece of Moroccan soul, a story woven in indigo and light, bringing artisanal charm and comfort to your home, handcrafted with passion by Amina and her community."

🔊 **Audio Story**

▶ 0:00 / 0:50 ⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯ 🔊 ⋮

Product Details

A beautiful hand-dyed blanket using the Japanese shibori technique with natural indigo. This soft cotton throw adds a touch of artisanal charm to any room.

textile   blanket   dyed

$120.00   Close   **Connect with Artisan**

Login / Sig

ug   Cutting Board

"ArtEcho is where tradition meets technology, empowering artisans to share their stories, showcase their craft, and connect with a world that values authenticity."