



LOCALLY - AN OVERVIEW



ELAMPARITHI ELANGO (EL), FOUNDER

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A. INTRODUCTION

Welcome to Locally— an app that champions the idea of dreaming big on a global scale while showing love to our local heroes. In this ever-evolving digital space, Locally steps up as an ingenious solution, creating meaningful connections between local entrepreneurs, small businesses, investors, and customers. Locally is more than just a platform; it's a lively marketplace that effortlessly blends marketing, investment opportunities, and community building.

Locally is set on nurturing local markets, guiding the dreamers, craftsmen, and small businesses seeking that extra push towards empowerment and recognition. Join Locally on the journey to shape the future of entrepreneurship.

B. ORGANIZATIONAL STRUCTURE

Locally's for-profit organizational structure is designed to be decentralized, fostering collaboration and innovation. The team comprises eight passionate and versatile members dedicated to realizing the vision of Locally.

C. VISION

Locally envisions a community where local businesses thrive, and customers experience the richness of our region's creativity. Through collaborative efforts, Locally aims to build lasting relationships, foster economic growth, and contribute to the vibrant tapestry of our local economy.

D. MISSION

To be the ultimate ally for local businesses by fostering connections, providing mentorship, and showcasing the human stories behind every product. Our commitment is to empower dreams, offering a comprehensive solution where entrepreneurs can find support, seize opportunities, and thrive in a global marketplace. Locally is more than a mission; it's a community dedicated to redefining success for local businesses worldwide.

E. TARGET MARKET

Locally caters specifically to local entrepreneurs, small businesses, and artisans who seek a platform to showcase their products globally. Our focus on niche local markets ensures that we resonate with the unique needs and aspirations of our target audience.

F. PROBLEM STATEMENT

Local businesses struggle to gain visibility and secure investments to grow. Locally addresses this by providing a comprehensive platform that enables entrepreneurs to advertise, connect with investors, and showcase real-time progress. We empower local businesses to dream big and achieve their goals

G. BRAND IDENTITY

Locally aims to invoke a strong sense of familiarity & friendliness whenever people think about us!

G.1. VALUES

Locally is proud of the following values that drives us:

- Empowerment: We believe in empowering local entrepreneurs to achieve their dreams.
- Collaboration: We foster collaboration among our team members and within the community.
- Innovation: We embrace innovation to stay at the forefront of technological advancements.
- Integrity: We operate with integrity, ensuring transparency and trust in all interactions

G.2. CULTURE

Locally's culture is rooted in inclusivity, diversity, and a shared passion for supporting local businesses. We encourage open communication, creativity, and a strong sense of community among our team and users.

G.3. LOGO



G.4. SLOGAN

‘Dream big, shop local!’

G.5. DESIGN

Accessible & equitable design, following innovative design standards. A unique design system for Locally & a mascot are in works.

H. GOALS

H.1. LONG TERM GOALS

Locally’s long term goals align with our vision and mission. They are as follows:

- Expand Locally's presence globally, connecting entrepreneurs from diverse backgrounds.
- Become the go-to platform for investors seeking promising local businesses.
- Foster a supportive community where mentorship and knowledge-sharing thrive

H.2. SHORT TERM GOALS

Locally's short terms goals are as follows:

- Establish a strong user base in our initial target markets.
- Conduct successful in-person networking events to build a sense of community.
- Continuously enhance the app's features based on user feedback

I. OBJECTIVES

The goals inform the following objectives:

- Develop an accessible & user friendly app
- Actively recruit local businesses
- Implement secure transactions
- Increase user registrations by 20% within the first six months.
- Host three successful in-person networking events within the next year.
- Achieve a 15% month-over-month growth in investor applications.
- Enhance the app's AR augmentation feature for an improved user experience.

J. MARKET ANALYSIS

E-commerce mobile platform among small scale businesses is a growing platform and as such offers an opportunity for Locally to jump in.

Trends In Small Business E-commerce Platform Usage



Cloud-based
eCommerce platform
growth
\$5.51 billion in 2022
\$10.04 billion by 2027



According to Statista
Mobile E-Commerce
Platform growth
\$360 billion in 2021
\$710 billion by 2027



According to eMarketer
Social E-Commerce
Platform growth
\$492 billion in 2021
\$1.2 trillion by 2027



50% of adults residing
in the United States
bought something
through social media

Gartner Reports

25%

growth in AI
integrations
resulted in



Customer
Satisfaction



Revenue/Cost-
effectiveness



According to Statista
Omni Channel
e-Commerce Platform
growth in USA
\$905 billion in 2021
\$1.7 trillion by 2027

Source : <https://www.saasant.com/blog/ecommerce-platform-for-small-business-trends-and-predictions>

K. PRODUCTS & FEATURES

Locally's unique features are as follows:

Shop

- Products/Services sold by customised entrepreneurial shops mimicking in person shops
- AR Product Augmentation
- AI/Cloud Support
- Low Cost Differentiator

Community Forum

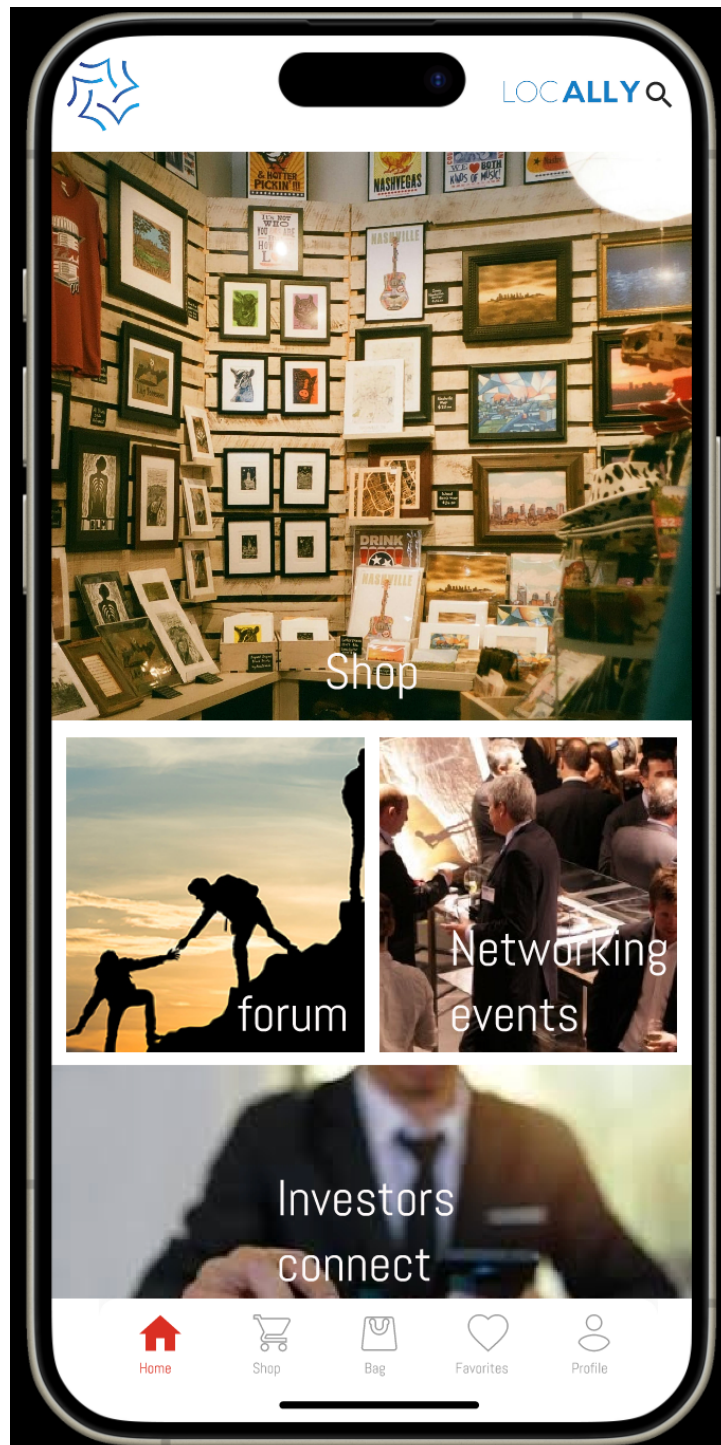
- Mentorship, Support & community building

Networking Mixers

- Timely in-person events organized in local communities for marketing & connections

Investors Connect

- Connects Entrepreneurs with investors in real time context, where Investors can pick the businesses to invest and can view operational progress



L. COMPETITIVE ANALYSIS

L.1. IDENTIFYING COMPETITORS

Locally competes with platforms such as Etsy, Amazon Handmade, Shopify, Wix, and SquareSpace.

- *Etsy* provides a global online marketplace for handmade, vintage and unique goods
- *Shopify* offers e-commerce solutions for businesses
- *eBay* is an online auction & shopping platform
- *Wix & Squarespace* are web design and hosting services with integrated e-commerce features

L.2. COMPETITOR COSTS

Etsy charges a 6.5% transaction fee, a \$0.20 per-item listing fee for each item, along with a 3% + 0.25 USD payment processing fee. Amazon Handmade & Shopify charge a 15% & 2.9% + transaction fee. Shopify has a monthly membership fee.

L.3. COMPETITOR DRAWBACKS

Following drawbacks associated with the competitors provide a gap that Locally aims to fill:

- Competition with huge established brands
- Limited customization
- Lack of Control
- Strict requirements & policies
- Costs to promote
- No AI, Cloud support
- Absence of a centralized system to connect investors to entrepreneurs
- Lack of personal touch to businesses
- No commitment to small scale business industry

M. UNIQUE SELLING PROPOSITION

Locally's differentiation lies in its 'investor connect' where investors are connected with entrepreneurs along with real-time progress tracking, low-cost differentiation, AR augmentation for the shopping experience, and in-person networking events. Our commitment to local markets and the human story behind each product sets us apart from the competition.

N. SWOT ANALYSIS

Strengths

- Emphasis on local small scale businesses
- In-person events
- Tailored & customized content
- A supportive community

Weaknesses

- Challenge to establish initially
- Competitive offerings
- Strategy for User retention

Opportunities

- Focus more on innovation
- Targeted marketing strategy
- Partnerships with local organizations
- More in-person events as app's unique appeal

Threats

- Competition from established brands
- Economic downturn
- Ever changing consumer behavior
- Local regulations and legislation changes

O. REVENUE MODEL & BUDGETING

Locally intends to generate revenue through:

- Low transaction fees on sales made through the platform.
- Strategic partnerships with investors.
- Delivery fees for logistical support.

A Financial projection, budgeting & cost estimates are currently being developed.

P. LAUNCH STRATEGY

Locally's launch strategy includes the following strategies:

- A well built product
- In-person brand awareness mixers
- Social media + Influencers

- Email marketing
- Referrals
- SEO

Q. COMMUNICATION PLANNING

A brief overview of an initial communication plan for Locally's launch is as follows:

| | |
|--------------------|--|
| Objectives | <p>Actively recruit local businesses</p> <p>Organize in-person events</p> |
| Strategies | <p>We'll employ Communication channels to market our product</p> |
| Target Audience | <p>Local Businesses</p> |
| Message | <p>Locally offers a 1-in-all platform for small scale entrepreneurs</p> |
| Target Media | <p>Social media, emails & in-person events</p> |
| Media materials | <p>Posters, Videos, Images, Messages, Brand elements</p> |
| Person Responsible | <p>Marketing head, Locally</p> |
| Timeline | <p>March 28 - Prepare the product to launch</p> <p>April 1 - In-person Locally launch party</p> <p>April - Digital marketing & Referrals promotion</p> |

R. FUTURE STEPS

Locally aims to continuously evolve based on user feedback and market trends. Future steps include expanding to new markets, introducing new features, and forming strategic partnerships with other innovative products (Example. Influencer Dream, Delivery the car, Nexus Cloud, MinorChord etc.,) to enhance the services provided.

S. CONCLUSION

Locally is not just an app; it's a movement dedicated to transforming the way local businesses connect, grow, and thrive. With a passionate team, a commitment to our values, and a focus on innovation, Locally is poised to make a lasting impact on the global business landscape. Join us on this exciting journey as we dream global and shop local with Locally

T. CONTACT US

Support us through Social Media : facebook.com/locally

Check us out at : www.locally.com

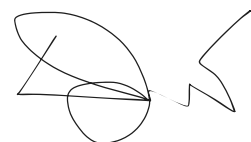
Mail us at : el@locally.com

Locally is seeking investors & employees, contact via website.



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NEW YORK CITY, NY, UNITED STATES

MARCH 02, 2024

A handwritten signature in black ink, consisting of a stylized 'E' followed by a series of loops and a final sharp stroke.

U. FURTHER SOURCES

To access a presentation on 'Locally' :

<https://docs.google.com/presentation/d/1QSRXpP1XG9FErLmVRa8yJeTlkXBBSZqTREbG9NafIql/edit#slide=id.p>

