****Notes:-****

****Slide for Business Model - SaaS (1000 Rs./Month) & Rs. 5 for every successful return****

**Is our consumer persona pitch really about the persona?**

**SWOT- doesn’t completely match with our slide?**

**Mitigation- did we talk about?**

## **SLIDE 5 & 6 COMBINED: Tech Stack + Software Architecture**

**Alright, let's talk tech.**

**We're building AuthentIQ on a modern, cost-effective stack that's both powerful and maintainable.**

**And before I dive into it, let me show you our prototype first.**

**…**

**For Frontend, We're using React.js for both the seller dashboard and customer storefront. Why React? Because it's fast, there's a massive community, and its easy to implement. We're styling with Tailwind CSS to keep things clean and responsive. For the analytics charts that sellers see, we're using Recharts. Simple, and does the job.**

**For Backend, - Firebase. Firebase gives us authentication, a real-time database with Firestore, file storage, and cloud functions all in one package. And the best part? Their free tier is generous enough for our MVP. We're not paying for servers we don't need.**

**Next is the AI Layer. This is the brain of the operation. We built a Python Flask API that runs our smart returns engine. When a customer uploads a return photo, it hits our Flask server, which will use Google Cloud Vision API to detect damage, check if it's the right product and spot fraud signals. This will also take the most time, to train and perfect. And For predictions, we're using Scikit-learn with a Random Forest model. It's lightweight, accurate, and trains fast.**

**Saving all customer uploaded content for the returns was a storage issue. For which the solution we found was- All images and videos go to Firebase Storage. But, We compress them before upload (max 1080px width, 70% quality).**

**And lastly for Þployment, the Frontend lives on Vercel and deploys in 30 seconds every time we push code. Backend is Firebase. And our AI microservice? We'll host it on Render, which has a free tier that will handle our initial traffic.**

**Now let me show you how this all connects.**

**Deployment. Vercel hosts our React frontend, Firebase runs the backend, Render handles the AI Flask app.**

**that's our Frontend with two interfaces: Customer Storefront and Seller Dashboard. Both connect to Firebase in the center.**

**Here's a quick flow: **Customer places order → hits Firebase Authentication → data goes to Firestore Database → Cloud Functions automatically trigger two things: generate shipping label via Logistics API and send notification via Twilio.****

**For returns: **Customer uploads image → goes to Firebase Storage → Cloud Function sends it to our AI Layer in that purple box → Flask runs validation and prediction → results stored back in Firestore → which sellers like Ananya see the recommendation on their dashboard’s instantly.****

**Everything's connected. Everything's automated. And it's modular - we can swap courier partners or upgrade AI without touching the rest of the system.**

**This stack scales from 15 sellers to 15,000 without breaking. And That is intentional design.**

****Feasibility****

**Now, can we execute our idea practically? Let’s talk about it with respect to four main points-**

**User Experience: Super feasible. We're not reinventing the wheel - we're using workflows sellers already know. Instagram-style product uploads, WhatsApp notifications, one-click dashboards. If you can post a story, you can use our platform.**

**Operations: Also feasible. Courier APIs already exist - Delhivery, Shiprocket, they all have plug-and-play integration. We're not building delivery networks from scratch. The AI? We're using existing computer vision frameworks like TensorFlow and Google Vision API. Its just smart implementation.**

**Technology:** Technical Feasibility: Absolutely. We're assembling proven tools. React, Firebase, Google Cloud Vision - these are battle-tested. Our AI uses Scikit-learn which trains in under an hour. Courier APIs are documented and ready to integrate. We've already built a working prototype - this isn't theoretical, it exists.

**Costs: Here's where it gets exciting - we're building this with ₹1 lakh. That's it. We're leveraging open-source tools, cloud free tiers, and building it ourselves. AI Services cost about 2-2.5k monthly, frontend around 1.5k monthly, the backed around 3k monthly and the rest goes into design and integrations. We're lean, we're scrappy, and we're making every rupee count.**

**Our Break-even, With 100 sellers paying ₹1000/month subscription plus ₹5 per returned order, we hit ₹1.15 lakhs monthly revenue. We can get there in 3-4 months post-launch.**

**This project is a real, bootstrapped solution built by students who understand the problem.**

**Sir’s notes**

1. Disconnect- Ananya not in the slide
2. Consumer persona- shape values beliefs of the person
3. Cost for feasibility- add them in slide (Break even)
4. USPs- Don’t let people get lost, don’t use too many words that are not visible on the screen
5. End-to-end journey- stick to what’s on screen, don’t add words that are not here. Use headings from slide only. Introduce the stage and then speak about it
6. They should know which stage you’re referring to.
7. Impacts- don’t like the icons. We can do- Customer trust- arrow moving upwards and write increased costumer trust. Only headings nothing more.
8. Change name of slide- AuthentIQ Members (Last slide)
9. Add a small line about yourself, circular boxes (photos)- something about us with is interesting. One line about each of us beyond our study background
10. “Long Story short- Shopify with returns” can end with this
11. Beginning- Say which year we are (Second Year, B.Tech)- mention
12. Shopify also has delivery plug-in, don’t be blind to it.
13. Put in the slide- NUMBERS
14. Brands from Atlas for our prototype
15. Scripting- Keep it real, if we falter its fine, it means its not rehearsed
16. Not completely byhearted
17. Keep the person listening WITH YOU, not detatched
18. Time yourself
19. Give some credit to Derezar at the end
20. Angel Investor help

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Mr. Xer-xes Master and Mr. Meh-he-riar Patel