**Competition:** <https://violetpitch.com/>

NYU Violet Pitch

**Pitch Day:** May 3rd (so we need to get everything done latest by Apr 30)

**Overall Idea (without any market research):**

Hi, we're Gordon, and we are reinventing the global supply chain for consumer goods. Our decentralized marketplace leverages AI, blockchain, and advanced manufacturing technologies to connect local micro-manufacturers with innovative creators worldwide.

Imagine finding a designer in Korea who creates unique garments. You love it, but shipping such a bulky item across continents is not just expensive, it's slow. Want it in two days? Air freight might be your only option, but the cost is astronomical and it's a nightmare for the environment.

This scenario is a common issue in global commerce—consumers find perfect products far from their geographic location, facing high costs and long waits if they decide to purchase. Traditional global shipping is inefficient and costly. Countless unique products offered by small businesses and creators around the world are just out of reach due to outdated supply chain practices. Traditional e-commerce platforms facilitate transactions but fall short on efficient, sustainable delivery solutions. It's an old problem that needs a new solution.

At Gordon, we address these issues by creating a system where designs, such as those unique couches from Korea, can be manufactured near the consumer, regardless of where the design originated. This means everyone can order a couch designed in Korea, and have it locally produced right near their home in the U.S. By linking consumers directly to local manufacturers globally, we bridge the gap between great designs and geographical limitations, cutting out the lengthy shipping processes and reducing costs and environmental impact.

**Here's what we bring to the table:**

- Local Production Network: We’ve established a global network of local manufacturers, enabling the realization of designs near their destination, thus transforming the concept of product delivery from international shipping to local creation.

- Sustainable Manufacturing and Packaging Solutions: Utilizing AI, we guide manufacturers towards the most sustainable practices, customized to local environmental standards. This approach not only supports global sustainability efforts but also aligns with the increasing regulatory emphasis on reducing carbon footprints.

- AI-Driven Logistics: Our logistics platform is designed to be intuitive, ensuring that even the smallest manufacturing units can fulfill orders effortlessly. This accessibility opens the door for widespread participation in the global marketplace.

- Blockchain-Based Secure Transactions: We ensure that every step of the manufacturing and transaction process is transparent and secure, fostering trust among all parties involved.

**Current Team Members:**

**- Stephanie:** Incoming SWE intern (Full-stack/Gen-AI) @ Intuit | CS @ Columbia <https://www.linkedin.com/in/steph-tien-ng/>

- **Jackie**: Incoming Design Intern @ Tesla | Design @ SAIC <https://www.linkedin.com/in/jackie-vu-669282212/>

**Our Needs:**

* VioletPitch is a blockchain pitching competition. It’s not a typical pitching competition or a coding hackathon. Meaning, part of the pitch needs to integrate how we incorporate blockchain into the product. We have a good designer. We have a loose MVP. Why blockchain is important. Since we picked a consumer product, it has both pros and cons.
* We don’t have experience with doing market research & building business model
* Pitching is very important. We need somebody who is confident with public speaking and can sell the product.
* We need someone with strong work ethics (please don’t procrastinate haha)
* We need sb that can solve trick questions like: how to ensure quality in local manufacturing (e.g concerns on products that have particular health and safety considerations. If skill and observability can be guaranteed in manufacturing and delivery, this seems like a great option to a truly globalized market.)
* Sample pitch deck <https://docsend.com/view/xfzhkybfdu74ns49>
* These are the required deliverables on the day of the event:
* 7-minute pitch that presents your idea, revenue model, and go-to-market strategy
* A 5-page write-up outlining the technical implementation and providing a deeper insight into your business idea

**The Bigger Picture:**

* I don't plan to build an actual startup with this idea. However, my plan is to get the money from pitching competitions & blockchain grants. We can use the same, polished idea to apply for different competitions. It’s basically good money & a good project for your resume
* For pitching competitions, you don't really need to build the products (but less money ofc).
* For blockchain grants, the money is really good ($10k - $1 mill) but you have to build the full product, meaning you have to create e.g a website that works (but you don’t have to find the customers). 1 grant project that I’m working on is from Stellar (<https://stellarcommunityfund.gitbook.io/scf-handbook>)
  + Ofc for blockchain apps, we need to talk about our equities, given that the programmer will play the main role in building this