1. **Define OKRs:**

OKRs stand for ‘objectives and key results’. It is a goal-setting method that helps you improve performance and drive change.

1. **Briefly describe/design your first MVP version of your product:**

* Clear vision of market needs.
* Targeting clients (in this case it’s the vendors).
* Finding the core of success of my products (clean statistical data view for reductions and promotions of users).
* Looking products from the perspective of users.
* Identify the goal of users.
* Develop new tools and modify old ones to advanced services.
* Make it affordable.
* Let vendors monitor their own performance.

1. **Briefly define technical requirements and team needed to complete it.**

* Web hosting
* Highly Customizable Themes
* Must have features
* Security is mandatory: website should be [**upgraded TLS 1.2 standard**](https://www.paypal.com/in/smarthelp/article/why-do-i-need-to-upgrade-my-system-to-tls-1.2-faq3898) so as the **data should remain encrypted** from the moment person enters the website to when he leaves the website.
* **HTTP with TLS protection.**
* **Page loading speed**
* **SEO**

1. **Define timelines**

* Creating vision (2-4 months)
* Targeting clients (8-10 months)

1. **Define your business strategy to make this platform a billion-dollar unicorn. Include, estimated time to reach there.**

* Consumer’s say.
* Consumer’s dissatisfactions.
* Consumer’s product using pattern.
* Consumer’s product using data.
* Building consumer’s loyalty.
* At least 1-3 years.

1. **What will be your growth hacking strategy? Assume you have almost zero marketing budgets.**

Building trust of your product is the main key, for that we should follow the below steps-

* Reach to the local markets.
* Referral marketing.
* Community built-up.
* Connecting with through social networking sites.
* Approaching influencers.
* Endorsement.
* Blogging.
* Freemium.