

# **Data is Everywhere, But Guidance is Missing.**

*CAN A WARUNG OWNER IN JAKARTA OR A  
GROCER IN BANGKOK GROW THEIR  
BUSINESS WITH AI?*



## Merchant Insights Exist. But They Don't Empower.

- 01** Overwhelmed with raw data (no clear action)
- 02** Lack of business expertise (68% don't know how to interpret metrics)
- 03** No time to analyze data (91% run on instinct)
- 04** Language and literacy barriers (tools not made for local contexts)



# Your AI Business Partner, Not Just Another Dashboard.

-  Predicts what's coming (forecasting + anomaly detection)
-  Suggests what to do next (contextual recommendations)
-  Speaks your language (multilingual, literacy-aware)
-  Acts before you ask (proactive alerts & opportunity detection)



# Driving Measurable Economic Empowerment

- 💸 Revenue 8–15% with dynamic pricing & promo targeting

McKinsey (2021): AI for pricing & promotion can increase revenue to 20%.

- ⌚ Time Saved: 5–10 hours/week in data management

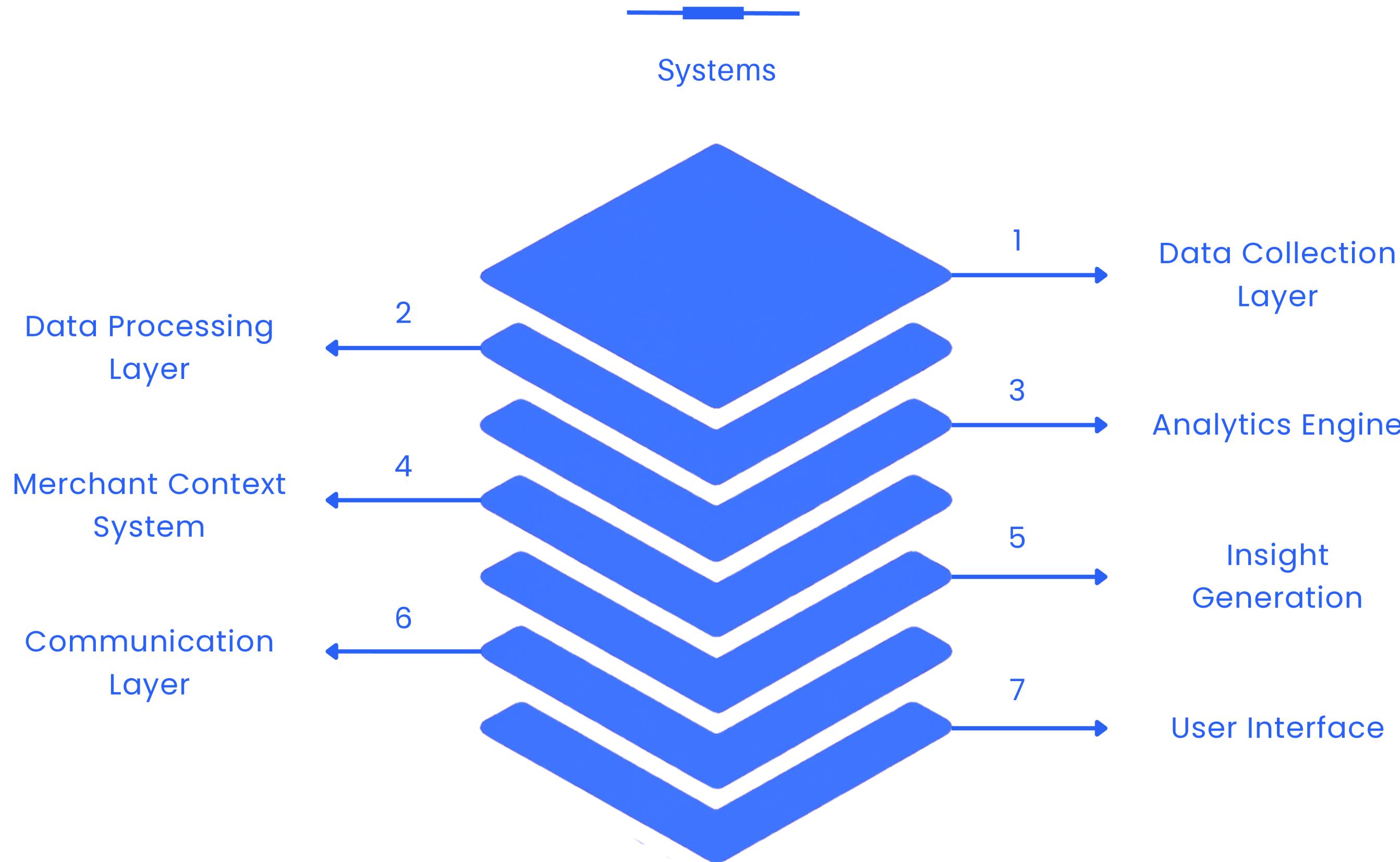
PwC (2018): AI can reduce administrative work time by up to 30%.

- 🛒 Cost 15–25% with smarter inventory optimization

Deloitte (2021): Inventory optimization with AI saves 20–30% in operational costs.



# Technical Architecture



# What Happens When a Merchant Opens MerchantMind?

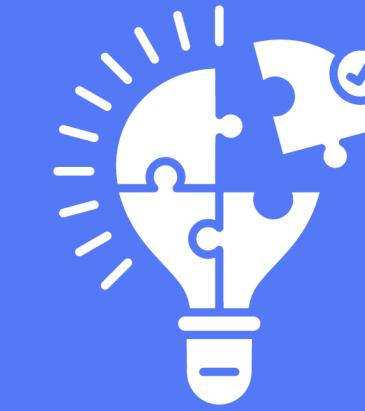
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Morning Briefing    "Expect high orders. Reorder stock B now."



Pricing Suggestion    "Item X is 10% underpriced vs. market avg."



Growth Plan    "To grow 20%, start bundles next month."

# Technical Architecture

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## Technical Stack

### Frontend

- ✓ React Native
- ✓ Next.js
- ✓ D3.js, Recharts

### Backend

- ✓ Node.js
- ✓ FastAPI (Python)
- ✓ Kafka
- ✓ PostgreSQL, MongoDB

### Machine Learning

- ✓ TensorFlow, PyTorch
- ✓ Hugging Face Transformers
- ✓ Prophet
- ✓ MLflow

### Infrastructure

- ✓ Docker, Kubernetes
- ✓ CI/CD pipeline
- ✓ Prometheus, Grafana

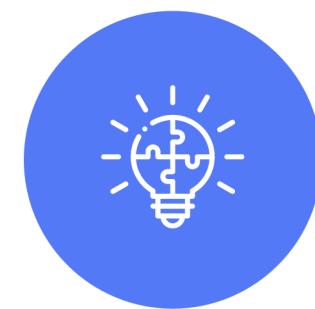
## IMPLEMENTATION STRATEGY

# 5-days implementation strategy



### Day-1

Foundation and setup



### Day-2

Core Intelligence &  
Merchant Profiling



### Day-3

Communication &  
User Experience



### Day-4

Demo Scenarios &  
Integration



### Day-5

Finalization &  
Presentation

# Beyond Hackathon: Scaling to All Grab Merchants

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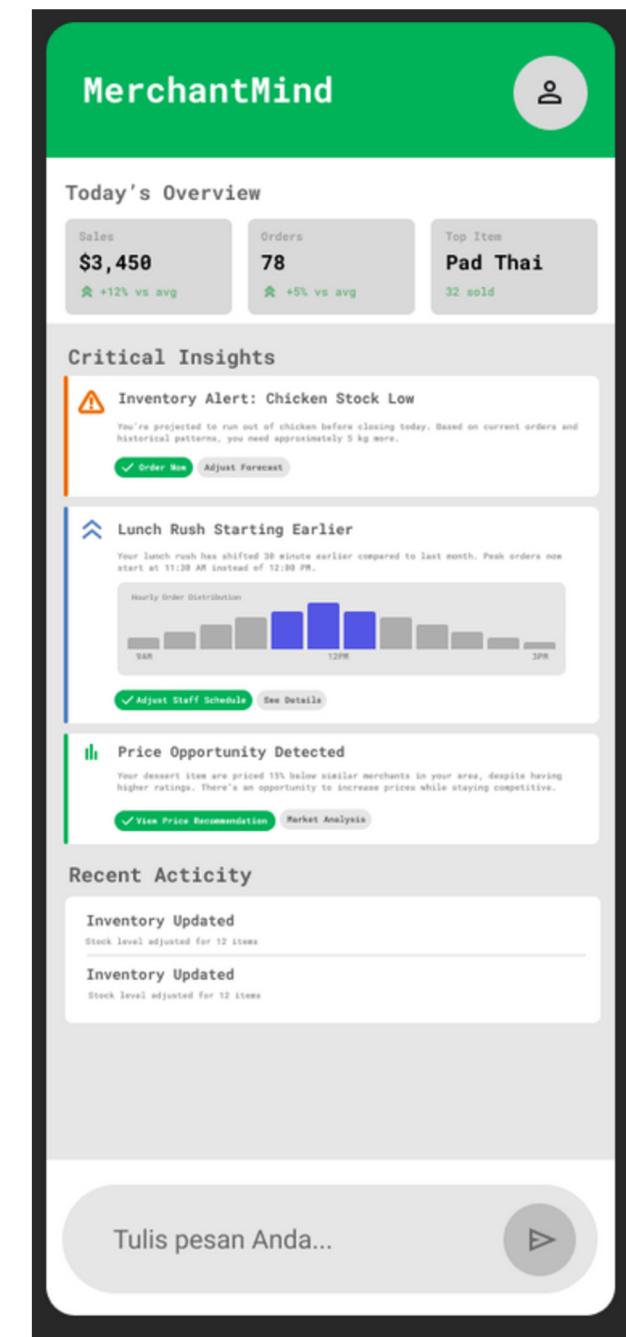
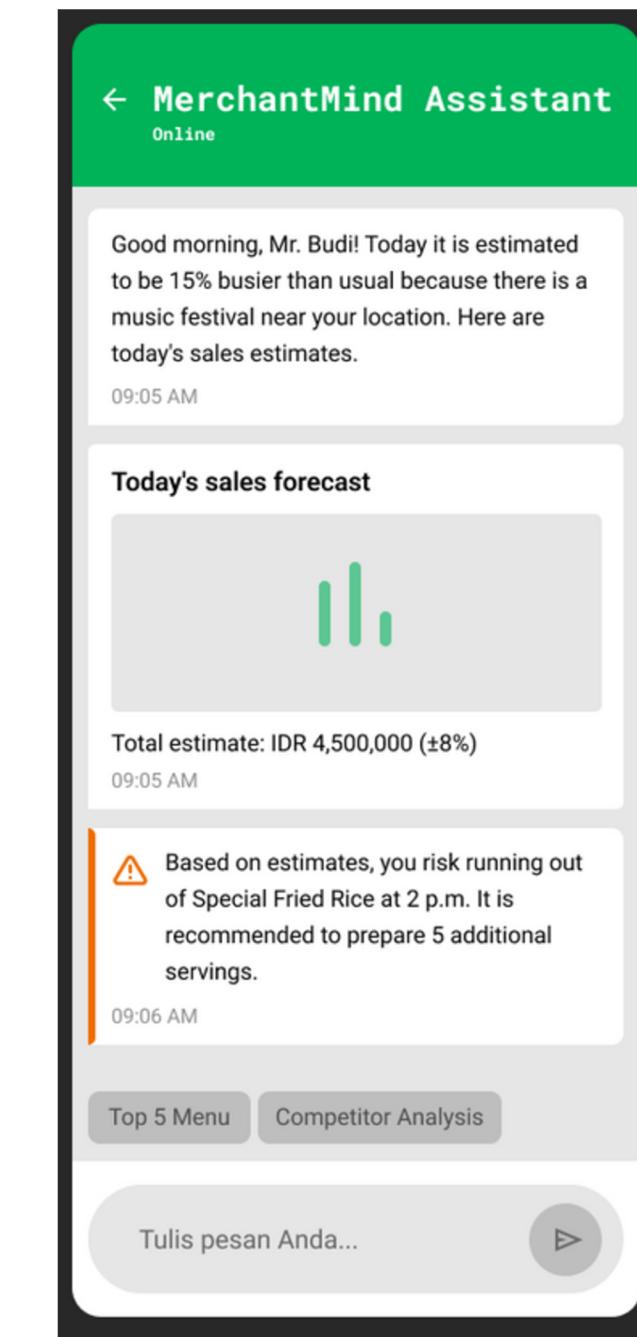
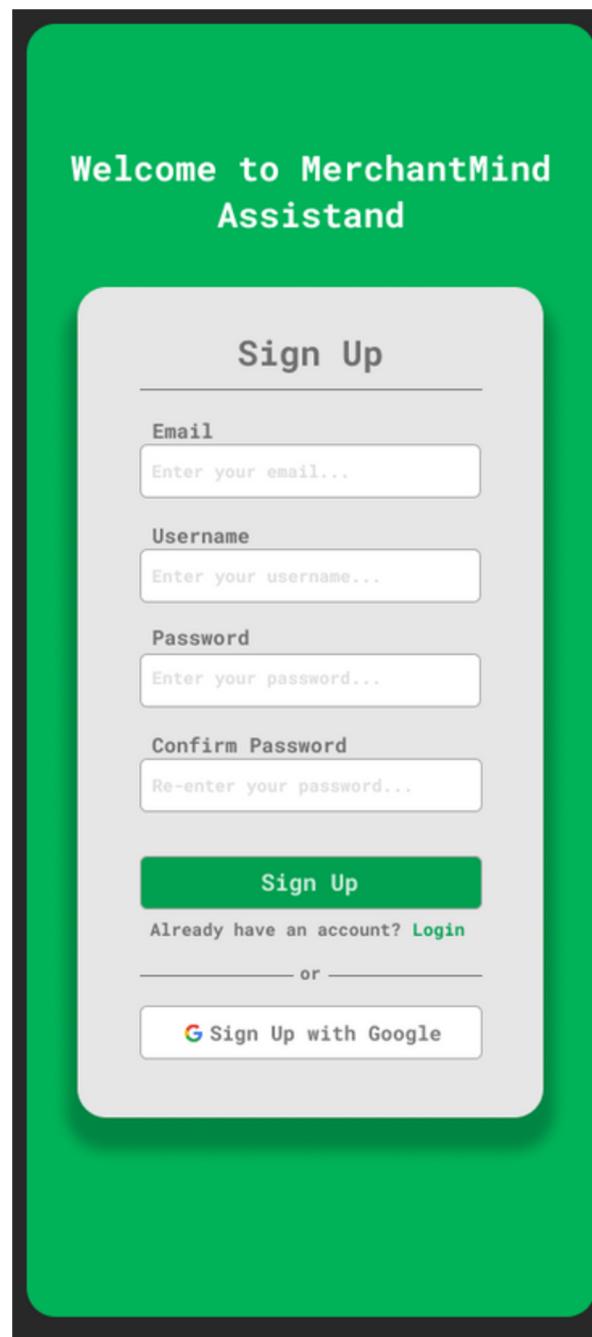
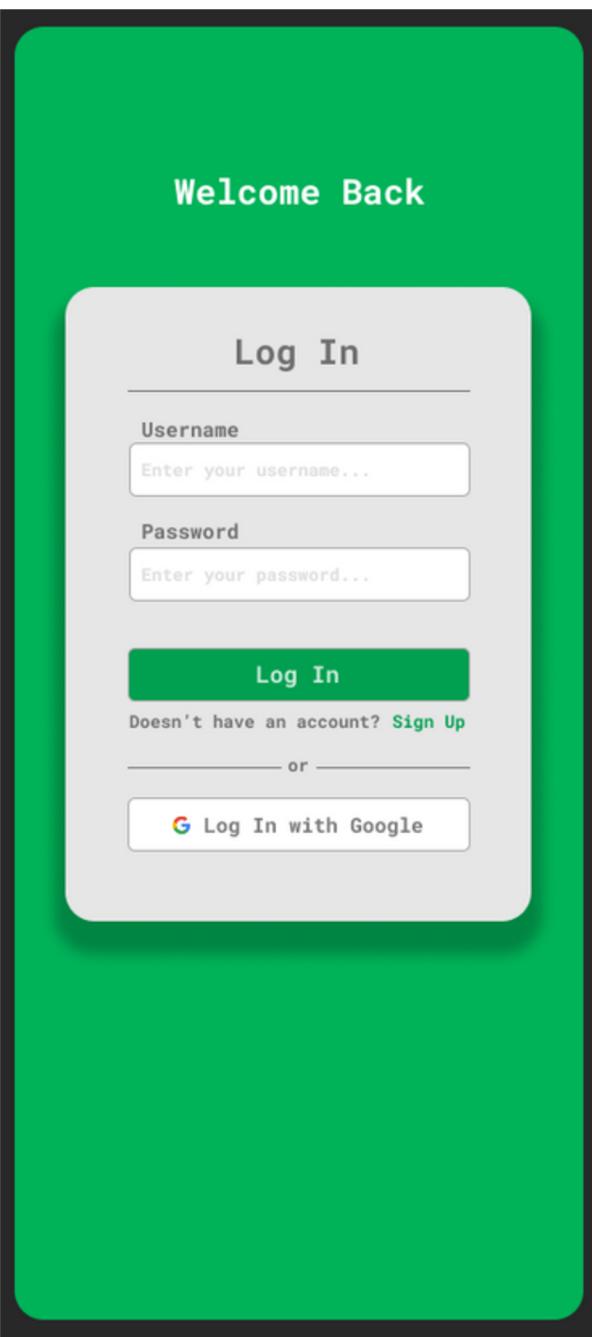
**01** Pilot with 50 real merchants

**02** Extend to driver partners (DAX) in Phase 2

**03** Integrate with GrabAcademy & GrabRewards ecosystem

# User Interface

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From Confusion to Confidence. From Data to Growth.

We don't just give merchants data  
we give them power.

*Let's empower Southeast Asia's  
economy. Together.*