Institute Name:
Institute of Aeronautical Engineering

Title of the Innovation/Prototype:
Shopaholic

Team Lead Name:	**Team Lead Email:**	**Team Lead Phone:**	**Team Lead Gender:**
Peetha Veera Venkata Saketh	**21951A04P5@iare.ac.in**	**7386742379**	**Male**

FY of Development:	**Developed as part of:**	**Innovation Type:**	**TRL LEVEL:**
2023-24	**Academic Requirement/Study Project**	**Product,Market Place**	**4**

MRL Level:
MRL 5: Capability to produce prototype components in a production relevant environment

IRL Level:
IRL 4: Prototype Low-Fidelity Minimum Viable Product (MVP): "Low-fidelity" - A representative of the component or system that has limited ability to provide anything but initial information about the end product.

Theme:
Other Emerging areas Innovation for Start-up,Software - Web App Development,Fashion and Textiles,

Define the problem and its relevance to today's market / sociaty / industry need:
Now a millions of people everyday shop items online. By doing that they all are rewarded with rewards, like cashback, discounts, free items, etc. One of those rewards are coupons. For shopping online you get coupons as a reward which offers you a coupon code in which you get randomly discounts. It will have a time period to use. If you use it in that time period you get that offer. If it's time runs out and you didn't use it, it expires. Most of the people don't use these coupons

Describe the Solution / Proposed / Developed:
Here you can sell coupons to others. If they use it you will get half money they have discounted and the person can acquire this coupon for free and get half the discount the coupon offers. By this both can be profited. You can also use this coupons to buy stocks. By this if the stock value increases, so does your coupon's value and you can get more discount in coupons. This will also remind you if you have any coupons on the website you are shopping while you are checking out.

Explain the uniqueness and distinctive features of the (product / process / service) solution:
The uniqueness is 1)User-friendly interface 2)Personalisation 3)Data Analytics for Businesses 4)Coupon Organisation

How your proposed / developed (product / process / service) solution is different from similiar kind of product by the competitors if any:
The Shopaholic App is an innovative idea that addresses the challenges of traditional couponing by offering a centralized platform for businesses to track coupon usage and optimize their marketing efforts. The app simplifies coupon organization for users and provides valuable data for businesses to optimize their marketing efforts, thereby transforming the couponing experience for both consumers and businesses.

Is there any IP or Patentable Component associated with the Solution?:
No

Has the Solution Received any Innovation Grant/Seefund Support?:
No

Are there any Recognitions (National/International) Obtained by the Solution?:
No

*Is the Solution Commercialized either through Technology Transfer or Enterprise Development/Startup?:
No

Had the Solution Received any Pre-Incubation/Incubation Support?:
No

Video URL:
https://drive.google.com/file/d/10O9GCKIi2Eb_c9ULzJ30P5aqli7iQsk8/view?usp=sharing

Innovation Photograph:
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