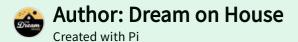


# PITCH DECK - SERENITYTRADE



# CONTENTS

- 1. Executive Summary
- 3. SerenityTrade Solutions
- **5. Target Users**
- 7. Business Model
- 9. Funding Objectives

- 2. Problems in the Field
- 4. Key Features
- 6. Technologies Used
- 8. Development Status
- 10. Contact Us

## **Executive Summary**



#### **Executive Summary**

SerenityTrade is a real-time digital auction platform for the agriculture, fisheries, and forestry sectors. The platform connects farmers, fishermen, and business actors directly with exporters and large buyers through a transparent, efficient, and technology-based system.

#### **Problems in the Field**

#### **Problems in the Field**



Low selling prices for farmers & fishermen



Long & inefficient distribution



Limited access to export markets



No transparent and inclusive digital auction system

#### **SerenityTrade Solutions**



### **SerenityTrade Solutions**

- Real-time web-based product auctions
- Custom dashboard for each role (Farmer, Fisherman, Exporter, Admin)

- 2 Automatic product verification using Al
- Multi-language (Indonesian/English) and multicurrency (IDR/USD)

# **Key Features**

#### **Key Features**



Automatic upload & verification of products



Real-time auction system



Automatic conversion IDR <-> USD



Transaction history & reports



Responsive and user-friendly UI

## **Target Users**

#### **Target Users**

- Farmers, Fishermen, and Planters
- 2 Exporters & Large Traders

- MSMEs and agribusiness actors
- Government agencies and procurement





#### **Technologies Used**



Frontend

ReactJS



ΑI

Image recognition for product verification



**Backend** 

Node.js + Express



**Database** 

PostgreSQL



**Deployment** 

Vercel

# 07 **Business Model**

#### **Business Model**

- Commission from each auction transaction
- Premium subscription packages for exporters & partners
- Advertising and product promotions
- Partnerships with local government agencies



# **Development Status**



# **Funding Objectives**



#### **Funding Objectives**

- Development of AI and advanced verification
- Server infrastructure & security

Marketing & user education

Integration of payment and logistics systems

#### **Contact Us**



#### **Contact Us**

DigiMedia Komunika Cimahpar Stoneyard Blok E No.1 Cimahpar, Bogor – West Java 16155 WhatsApp: +62 878-6453-0047

Website: https://www.digimediakomunika.cloud

# **Thank You**