



PITCH DECK - SERENITYTRADE



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01

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.

02

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

03

SerenityTrade Solutions



SerenityTrade Solutions

- 1 Real-time web-based product auctions
- 2 Automatic product verification using AI
- 3 Custom dashboard for each role (Farmer, Fisherman, Exporter, Admin)
- 4 Multi-language (Indonesian/English) and multi-currency (IDR/USD)

04

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

05

Target Users

Target Users

1

Farmers, Fishermen, and Planters

3

MSMEs and agribusiness actors

2

Exporters & Large Traders

4

Government agencies and procurement



06

Technologies Used

Technologies Used



Frontend

ReactJS



Backend

Node.js + Express



Database

PostgreSQL



AI

Image recognition for product
verification



Deployment

Vercel

07

Business Model

Business Model

1

Commission from each auction transaction

2

Premium subscription packages for exporters & partners

3

Advertising and product promotions

4

Partnerships with local government agencies



08

Development Status

Development Status

1

MVP Online:
<https://serenitytrade.vercel.app>

2

Role-based login

3

Dynamic dashboards
per role

4

Next steps: integration
of e-payment & export

09

Funding Objectives



Funding Objectives

1

Development of AI and advanced verification

2

Server infrastructure & security

3

Marketing & user education

4

Integration of payment and logistics systems

10

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Thank You