

(Food TuckMarketplace Project)

Final

Documentation (Day 7)

Overview

Day 7 marks the successful culmination of the Marketplace hackathon project. The focus was on deploying the marketplace to a live production environment and implementing post-launch best practices. The achievements of this final day are a testament to the structured progress made over the past six days, ensuring a secure, scalable, and customer-ready platform.

Day 7: Live Deployment and Post-Launch Practices

Objective

The goal of Day 7 was to:

1. Deploy the marketplace to a live production environment.
2. Implement security measures and disaster recovery (DR) plans.
3. Establish post-launch practices for branding, marketing, and operational management.
4. Set the stage for scalability and long-term business growth.

Key Learning Outcomes

1. Successfully deployed a fully functional marketplace.
2. Implemented security measures to safeguard customer data and operations.
3. Developed a disaster recovery plan to ensure business continuity.
4. Established post-launch strategies, including branding, marketing, and investor outreach.
5. Prepared a professional pitch deck for business and investor presentations.

Go Live Practices

1. Production Deployment

- Environment Setup:

- o Configured production environment variables securely using .env files.

- o Encrypted sensitive data, such as API keys and database credentials.

- Secure Hosting:

- o Deployed the marketplace on Vercel, leveraging its scalable infrastructure.

- o Enabled HTTPS for secure communication using SSL certificates.

- Codebase Management:

- o Kept the production repository private to safeguard trade secrets.

- o Documented the deployment process for future reference.

2. Penetration Testing and Security

- Penetration Testing:

- o Tested vulnerabilities, including SQL injection, XSS, and CSRF, using tools like OWASP ZAP.

- o Focused on critical areas, such as payment systems and authentication mechanisms.

- Data Encryption:

- o Applied strong encryption standards for sensitive user data.

- o Ensured secure data transmission over HTTPS.

- Role-Based Access Control (RBAC):

- o Implemented RBAC to restrict access based on user roles (admin, seller, customer).

- o Developed a separate admin dashboard for better security.

- Periodic Testing:

- o Scheduled recurring audits to maintain security standards.

3. Disaster Recovery (DR) Planning

- Backup Strategy:
 - o Configured automated backups for databases and assets.
 - o Stored backups in geographically distributed locations.
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4. Monitoring and Maintenance

- Real-Time Monitoring:
 - o Integrated tools like Google Analytics, Sentry, and Pingdom for monitoring performance and issue tracking.
- Scheduled Maintenance:
 - o Planned periodic downtime for updates and communicated schedules to customers.
- Issue Management:
 - o Maintained a detailed log of bugs and resolutions for continuous improvement.

Post Go Live Practices

1. Branding and Marketing

- Branding:
 - o Designed a professional logo and cohesive brand identity for the marketplace.
 - o Established a strong presence on social media platforms.
- Marketing:
 - o Launched targeted ad campaigns (SEO, email marketing, paid ads).
 - o Collaborated with influencers and partners to boost visibility.
 - o Introduced referral programs to increase customer engagement.

2. Investor Partnerships

- Pitching to Investors:

- o Prepared a business pitch deck showcasing the marketplace's scalability and revenue potential.

- o Highlighted technology integration, market opportunity, and growth projections.

3. Inventory and Resource Management

- Inventory Planning:

- o Automated inventory tracking and demand forecasting.

- o Collaborated with suppliers to maintain stock levels.

- Resource Allocation:

- o Allocated resources for customer support and order fulfillment.

- o Hired specialized roles for marketing and operations.

Business Pitch Deck Summary

The pitch deck prepared for investors includes:

1. Introduction:

- a. Marketplace name and tagline.

- b. Vision and mission of FoodTuck Marketplace.

2. Problem Statement:

- a. Highlighted challenges faced by small businesses and online shoppers.

- b. Emphasized the need for a niche marketplace for furniture.

3. Solution:

- a. Explained how FurnitureHub addresses the identified problems through advanced technology and unique features.

4. Market Opportunity:

- a. Shared data on the growth potential of the online furniture market.
 - b. Highlighted trends favoring FurnitureHub's business model.
5. Product Features:
- a. Demonstrated platform functionality with screenshots and live demos.
6. Revenue Model:
- a. Detailed monetization strategies, including commissions and subscription plans.
7. Marketing Strategy:
- a. Outlined plans for customer acquisition and retention.
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Checklist for Day 7

Deployment Checklist:

- Configured environment variables:
 - o Verified .env file setup with API keys and database credentials.
 - o Uploaded securely to the Vercel dashboard.
- Enabled HTTPS and SSL certificates:
 - o Activated HTTPS through Vercel's automatic SSL configuration.
 - o Tested for secure communication on all routes.
- Tested production workflows:
 - o Verified navigation and page rendering for all key routes (e.g., product pages, cart, checkout).
 - o Conducted end-to-end testing for user registration, login, and order placement.

Security Checklist:

- Conducted penetration testing:
 - o Used OWASP ZAP and Burp Suite to identify vulnerabilities such as SQL

injection, XSS, and CSRF.

- o Focused on critical areas, including payment gateways and authentication endpoints.

- Implemented RBAC and encrypted sensitive data:

- o Established role-based access control for admin, seller, and customer roles.

- o Used bcrypt for password hashing and AES encryption for sensitive data.

- Scheduled periodic audits:

- o Set quarterly penetration tests and security reviews.

- o Automated monitoring using Snyk for dependency vulnerability detection.

Post Go Live Checklist:

- Launched marketing campaigns:

- o Created targeted ad campaigns (SEO, email, and paid ads).

- o Collaborated with influencers to boost visibility.

- o Set up referral programs to increase customer engagement.

- o Launched initial campaigns on Facebook, Instagram, and Google Ads.

- Collaborated with potential investors:

- o Prepared and presented the business pitch deck.

- o Scheduled meetings with early-stage investors and venture capital firms.

- o Finalized agreements on equity and responsibilities.

- Automated inventory management:

- o Configured automated stock updates through Sanity CMS.

- o Implemented notifications for low inventory levels.

- o Integrated demand forecasting tools for better stock planning.

Final Notes and Gratitude :

This hackathon journey has been a transformative experience, evolving from a concept to a

fully functional marketplace. The support and guidance from mentors, peers, and the entire team have been invaluable.

Key Takeaways:

1. The importance of structured workflows and iterative development.
 2. Practical experience with modern tools like Next.js, Sanity CMS, and Vercel.
 3. A deeper understanding of post-launch strategies for business growth.
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Gratitude:

A heartfelt thank you to our mentors, teaching assistants, and peers for their unwavering support throughout this journey. A special mention and deepest gratitude to Sir Ameen for his guidance, inspiration, and invaluable insights, which were pivotal to the success of this project.

(Thanks)