AREA CONNECT

CONNECT LOCAL FIRST

SIC MUNDUS

Đurđica Vukic

Inna Soltsman

Shrishti Vaish

Annaelechukwu

Jason

Who we are?

Area Connect is modern age platform for local businesses to help themselves foster with increased customer reach, marketing and advertising and best delivery service.

Using **Blockchain Technology,** it provides its customers trust and satisfaction in what they purchase. The platform allows the businesses to sign a smart contract to be eligible to be listed on our platform. This contract is an agreement which allows us to deliver true product quality and best delivery service to the customers. It does not harm the welfare of the businesses locally.

It provides it users to search through a variety of businesses online at one platform hassle free. Users can rate their experience with us which will help us deliver them a better performance in the future.

Motivation

1. Over **$9.3 billion** would be directly returned to our economy if every US family spent just $10 a month at a local business.

2. 25% of **local businesses closed because of low sales** or limited cash flow.

3. $68 for every $100 stays in the community when spent at a local business.When spending the same at a non-local business like a national chain, only $43 stays in your community.

4. Shipping produces 1 billion metric tons of C02 a year, local businesses are more environmentally efficient.

5. The authors of this study write that small, local businesses are "linchpins of community attachment and sustainability." They continue that "locally owned businesses, are associated with an improved quality of life and a more robust civil society."

Goal

We aim to provide all the local businesses a platform to connect and **support each other**.

Local businesses acquire, manage and retain customers with digital marketing and **best product delivery service** and thus helping **create a sustainable ecosystem**.

SOLUTION

Blockchain

**Would you agree to lend money to a stranger,
like a farmer in Guatemala, a teacher in China, or to a cashier in the
UK?**

1. Smart Contracts- With smart contracts, every agreement, every process, task, and payment can have a digital record and signature that could be identified, validated, stored, and shared.

2. Reward Tokens/Coins- This technology can simplify the process of applying and keep consumers from having wallets overflowing with rewards cards or passwords to multiple different reward accounts.

Data Science

1. **Simple Recommender** - offer generalized recommendations to every user, based on store popularity and/or type of business. The basic idea behind this system is that stores that are more popular and critically acclaimed will have a higher probability of being liked by the average audience. A good example could be IMDBs top 250.
2. **Content-based recommenders** - suggests similar items based on a particular item. This system uses item metadata, such as type of business, owner, description, location, etc. for stores, to make these recommendations. The general idea behind these recommender systems is that if a person likes a particular item/store, he or she will also like an item/store that is similar to it. And to recommend that, it will make use of the user's past item metadata. A good example could be YouTube, where based on your history, it suggests you new videos that you could potentially watch.

DEMO

Impact

"**Local businesses** and the consumers that rely on them **have been hit hard by this pandemic**, but **the good news** is that consumers are actively **trying to support them in the darkest days of lock down** as well as looking forward to their re-opening."

Loyal customers spend more, are more likely to convert when they visit your site, and are more likely to become brand **promoters and champion your brand** to other potential customers.

THANK YOU!