# Next Shop

A digital marketplace for offline consumption

Our Vision

- Our vision is to create a world where the online and offline worlds combine to form a seamless shopping experience.

Our Mission

- Empower all offline stores with a digital channel
- Empowering and supporting offline shops and services with an open digital platform and tools we can achieve our vision.
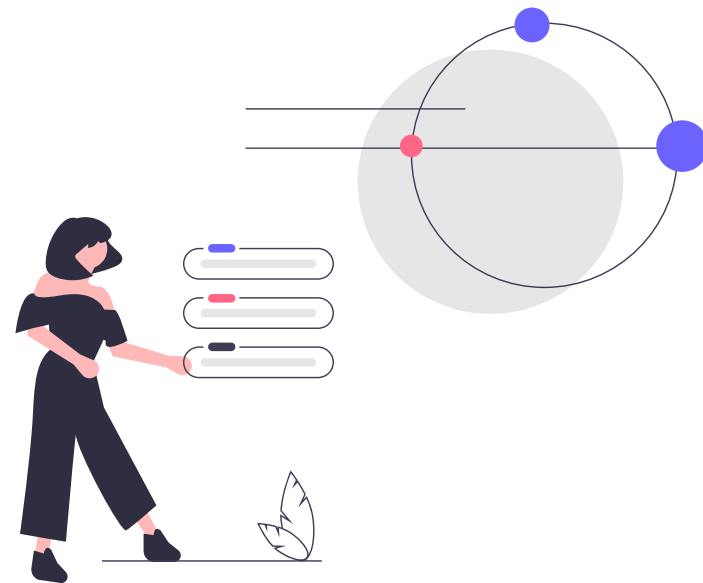
# Market Analysis 0.1

Problems faced as per an offline store

- Lack of modernization at scale
- Lack of integration of digital and in store operations.
- Inability to provide personalized shopping experience.
- Limitations in terms of product selections.
- Difficulty in browsing for products and services.
- Unwillingness to reveal quantity of inventory .
- Not willing to bear cost of maintaining a web presence.
- Absence of alternative fulfillment options.

Market Analysis 0.2

Problems faced as per a consumer

- Products are still absent from the web
- Lack of personalized experience
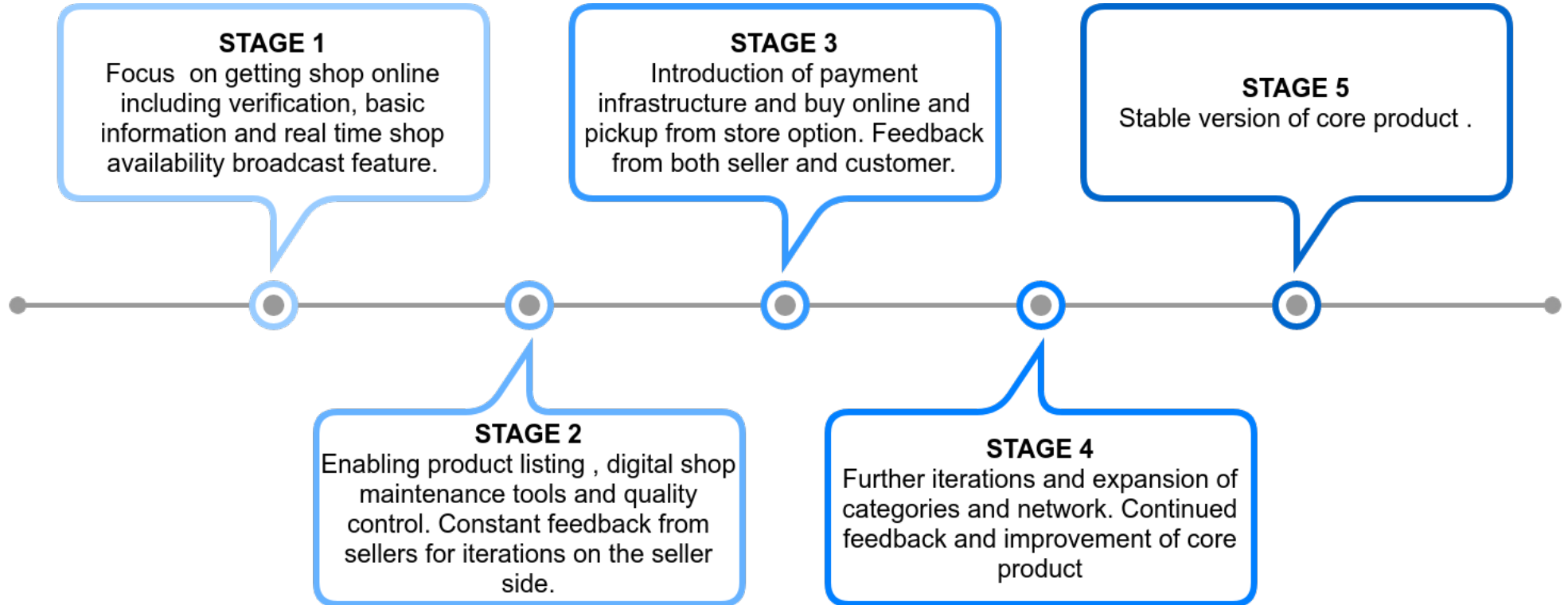- Ease of transaction still an issue with offline stores.
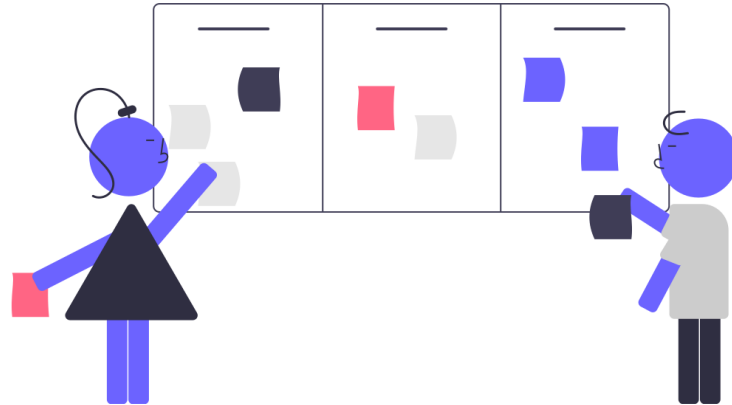
Our Idea

Concept thought to overcome online barrier

- An open digital channel for offline stores where they can setup a digital version of their store.

- Cloud based financial ledger

- An online marketplace for shoppers which enables offline consumption.

- One click to buy from multiple stores.

- Location based shopping.

- Buy from a closed store.

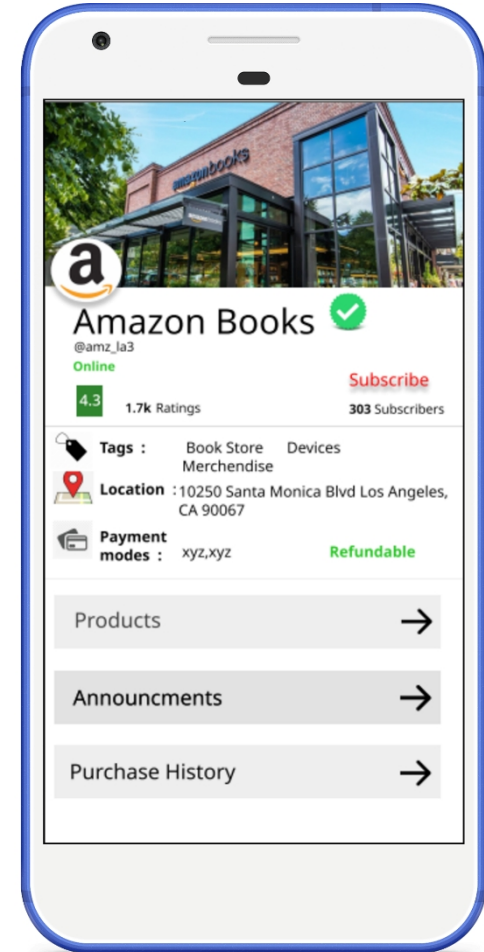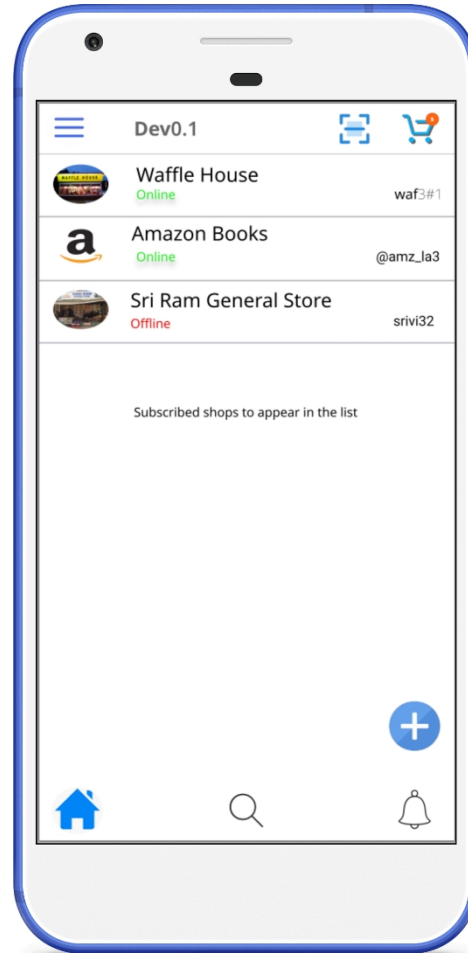- Automatic order distribution system.

Timeline

STAGE 1
Focus on getting shop online including verification, basic information and real time shop availability broadcast feature.

STAGE 3
Introduction of payment infrastructure and buy online and pickup from store option. Feedback from both seller and customer.

STAGE 5
Stable version of core product .

STAGE 2
Enabling product listing , digital shop maintenance tools and quality control. Constant feedback from sellers for iterations on the seller side.

STAGE 4
Further iterations and expansion of categories and network. Continued feedback and improvement of core product

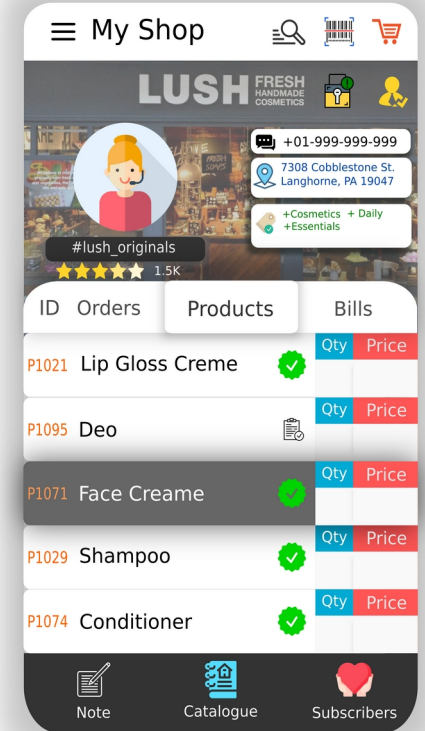# Business Model Canvas

Product

User Benifits

Technology

Market Size

Financials

Competition & Alternatives

Future Aspects

Team