Prototype 0.1

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.

Prototype 0.1

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.
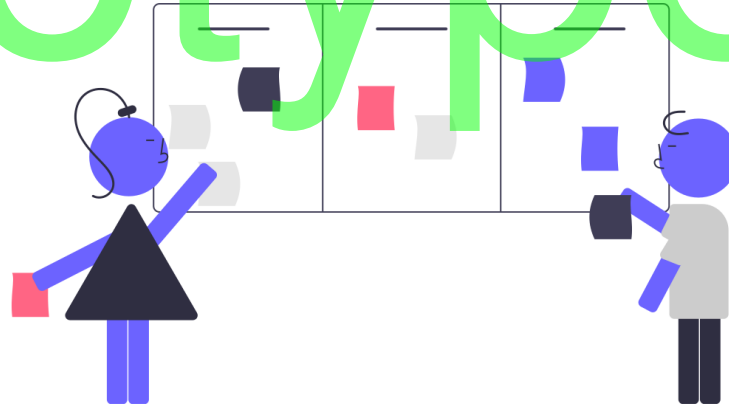- Absence of alternative fulfillment options.

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

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

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

STAGE 5
Stable version of core product .

Business Model Canvas

Key Partners

- Offline stores and services
- Investors

Key Activities

- Platform development
- Quality control
- Protect sensitive information
- Maintain customer service
- Sales and marketing
- Development of complementary services

Value Propositions

For Offline stores and services

- An open free new digital channel for ease of transaction.
- Full control and independence over this digital channel.
- Customer tracking.
- Cloud based financial ledger.
- All complexities and costs of maintaining a digital channel absent.

For shoppers

- Easy to browse for products and services.
- Easy to conduct transaction with offline stores.
- Location based shopping.
- Provides a unique experience.

Characteristics
Newness
"Getting the Job Done"
Risk Reduction
Accessibility
Convenience/Usability

Customer Segments

- Offline stores and services.
- Shoppers

Customer Relationships

- Self-Serve platform
- Offline stores are critical
- Customer Support
- Personalized Recommendations

Cost Structure

- Platform development and maintenance cost.
- Sales and marketing cost.
- Customer acquisition cost.
- Legal and administrative cost.
- Customer service.

Key Resources

- Platform
- Offline stores and services using the platform.
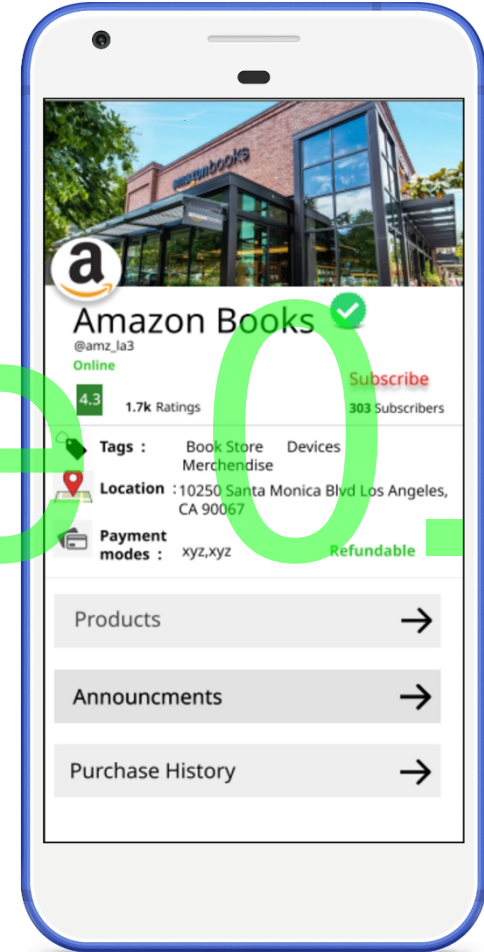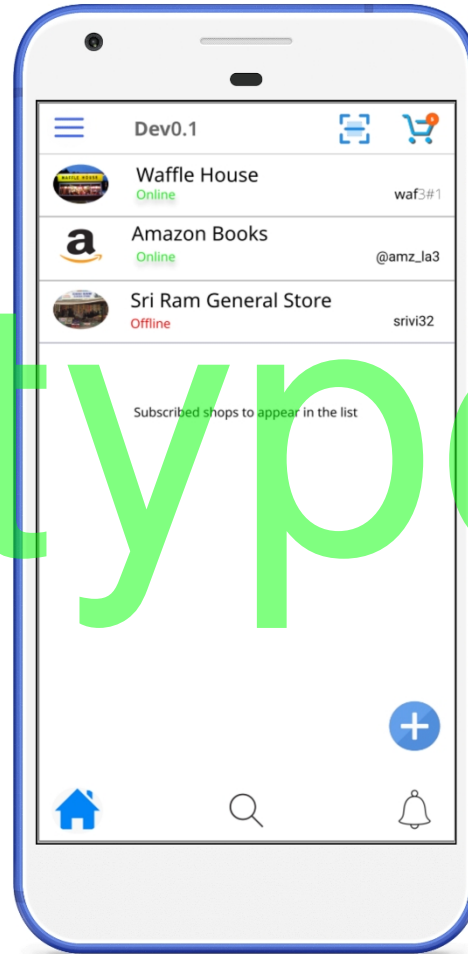- Technology Talent
- Non-tech talent

Channels

- Internet
- Mobile App
- Sellers
- Social Media Channels
- Word of Mouth

Revenue Streams

- Ad Revenue
- Payment Revenue

Product

Prototype 0.1

User Benefits

Prototype 0.1

Prototype 0.1

Market Size

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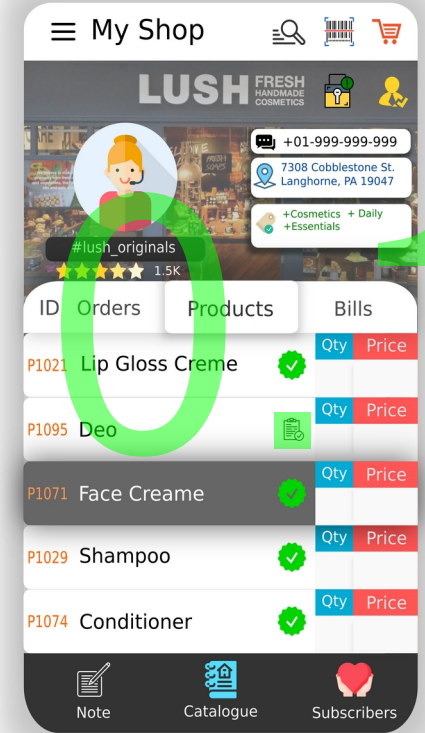# Financial

Prototype 0.1

Competition & Alternatives

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Future Aspects

Prototype 01

Team

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