Hello, I’m Sofia and I would like to present to you our product.

The idea is to create a platform for selling products from local culinary experts.

The concept for the development was created when my grandmother had complained that her food often spoils because she lives alone and it is expensive to cook for one serving. I really love my grandmother and her borscht, so I decided to create a system where people would post ads to sell their products.

There are many solutions in the IT market for sellers of different products, such as Yandex, Deliver Club as well as Avito and Flowwow. But Yandex and Delivery Club don’t work with self-employed people. In addition, on Avito and Flowwow, the culinary direction is not predominant. The downside is the no quality system for filtering ads in this category.

Our product specializes only on food — ready-made or frozen — but most importantly, homemade, from people for people.

Our solution offers a catalog with products, and a system for creating your own products (with categories, photos, descriptions, prices, etc.). The buyer selects items and places an order, then receives the seller's contacts and the seller receives the buyer's contacts.

At the moment we have implemented the UX-design, the system’s logic and now we're finishing the UI-design. In the future, we will realize payment through our system to secure users on both sides and also create a mobile app. There will be the ability to sort products by distance, an open review system and more.

We have two people on our team - Emil and I. Emil is best for working with me because he knows aspects of development that I don't, also, he's good at keeping me focused on development.

So, in a couple of months, we will have developed the "Borscht!" system that will help my grandmother and a hundred other grandmothers, as well as all home cooks, find their place and set up their own shop front.

Thank you for your attention!