



VISION

To empower small businesses of any kind (e.g., shoe stores, clothing shops, electronics) to create and manage their own online stores through a ready-to-launch, customizable e-commerce platform that is simple, flexible, and requires no coding skills.



TARGET GROUP

Primary Users:

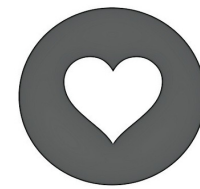
- Small to medium business owners (age 22–55, urban/semi-urban)
- Shop admins seeking code-free e-commerce setup
- Entrepreneurs launching niche stores (e.g., clothes, gadgets, groceries)

Secondary Users:

- End customers browsing and purchasing online
- Reviewers/faculty evaluating the platform

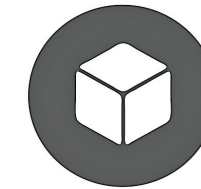
Attributes:

- Low technical background
- Budget-conscious
- First-time digital sellers
- Mobile-first internet users



NEEDS

- Easily set up and customize an online store
- Manage products, categories, and customer data from a single dashboard
- Login securely via email OTP without passwords
- Browse and purchase products smoothly as a customer
- Checkout with secure demo payments using Stripe
- View sales and orders through a clean admin interface
- Prioritized Needs:
 1. Setup a shop with minimal effort
 2. Manage inventory without coding
 3. Accept test/demo payments with Stripe
 4. Offer a user-friendly shopping experience



PRODUCT

- A responsive web-based e-commerce builder for any shop type
- Admin onboarding with subdomain and theme configuration
- Customer-facing storefront with cart and checkout
- Stripe integration for test payment processing
- Built using: React.js, Node.js, Express.js, MongoDB
- No-code UI for shop setup and inventory management
- Differentiation:
 1. Simpler than Shopify
 2. Designed for Indian small businesses
 3. OTP login with no password complexity



BUSINESS GOALS

- Generate recurring revenue through subscriptions or SaaS licensing
- Onboard 100+ shops within the first 6 months
- Reduce store setup time to under 15 minutes
- Build credibility as a simple alternative to Shopify for micro-businesses
- Expand features to support live payments and analytics in future versions
- Prioritized Goals:
 1. Drive revenue through subscriptions
 2. Rapid adoption across small shops
 3. Strengthen brand trust and usability