



SOFO

A B2B video app for ecommerce sellers and micro-factories

SOFO connects micro-factories and ecommerce sellers through video and chat, making them prosper in business.

About the project

SOFO allows small manufacturers to reach out and showcase their products to the large growing number of ecommerce sellers.

We also provide data, analytics, product catalogue, SEO optimised content, one click product listing on multiple ecommerce platforms and many other services that are important for online sellers.

⚠ Problem

As the ecommerce market size is growing with the spread of the internet, and due to the COVID-19 situation, the number of online shoppers has increased exponentially. To cater the demand in the market, many first time online sellers have started selling products on different ecommerce marketplaces. The number of online sellers have swelled from 500,000 before COVID, to about 1 million sellers in India only. And this growth is projected to continue for the next few years as well. Now these new generation online sellers have different challenges to sell their products online, and make profit out of their business. Their challenges start right from picking the best product to sell, photoshoot for creating the product catalogue, targeting ads and promotions etc. Similarly small manufacturers also have challenges in reaching out to potential buyers of their products.

💡 Solution

Our app will allow micro-factories to post their product videos, factory videos etc. These videos will be displayed in social media format. The online sellers can view these videos and explore their required products. The viewers can chat directly to any microfactories within the SOFO app and discuss their requirements. SOFO app will also provide premium features like product photo catalogue, data analytics to choose the best products to sell, one click post to multiple ecommerce marketplaces, SEO optimised product description, etc.

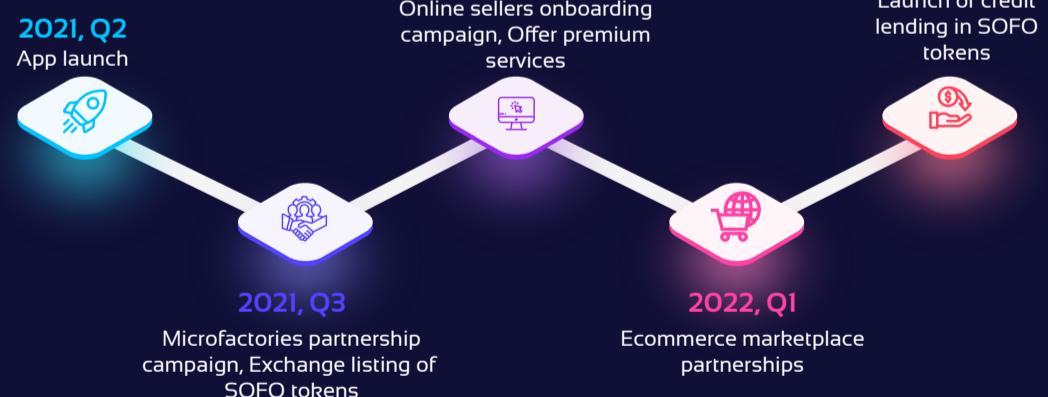
**SOFO- Product sourcing platform for online sellers
SOFO- Lead generation platform for microfactories**

TokenName Allocation

Token sale	44%	Airdrop and Bounty	02%
Ecosystem	10%	Marketing and partnership	14%
Team	08%	Liquidity and Exchange listing	12%
Advisors	06%	Staking reward	04%

SOFO's vision is to empower new generation of online sellers globally by connecting them directly to the micro-factories and SMEs, providing them all the technological tools and access to the global credit with the Crypto economy.

⌚ Roadmap



TOKENOMICS

TOKEN NAME - SOFO

TOTAL SUPPLY 100,000,000

TOKENS FOR PUBLIC SALE 20,000,000

PERCENTAGE BEING OFFERED IN PUBLIC SALE 20%

INITIAL CIRCULATING SUPPLY- 16%

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