PROJECT DECENTRALIZED
BEACON

HUMAN……… a social animal who like to explore, love to socialize with nearby peeps, analyze different products & travel to new places…and all these products ,people ,places and interaction to services in exchange of some value combinly known as MARKET ..Hi myself RAJA SAHOO and today I will brief in the era of e-commerce HOW WE CAN FILL THE GAP and rise the CENTRAL ECONOMY of any country:

The "unorganized physical marketplace"

RETAIL- The demand signal of Economy ,
Nearly 31% of world GDP depends on this.
Either its being engagement to any Product or any shop ,RETAIL is the Platform for raw Consumer Behaviour.

So lets dive into a virtual journey to see the world through eyes of all the Sellers ,business owners and Entrepreneurs !!!
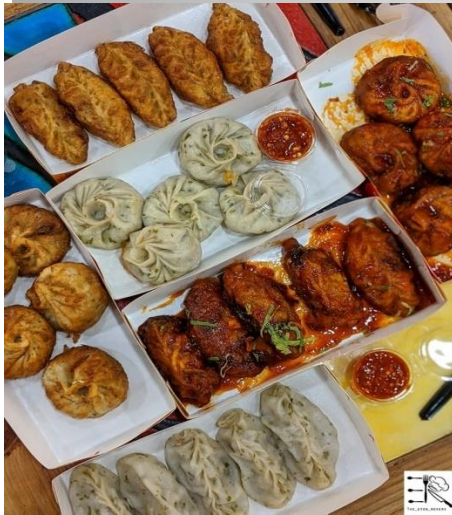
Everyday we connect n interact with the market in form of :

And a lot more shops and zones.....

either in any form(direct or **indirect**)**we** are providing our daily core data in reference to our

CHOICE

Taste

sIZe

Style

in day to day we are MISSING a lot but also consuming the new kind of data by visiting to the stores for daily needs,to fix our problems,new arrivals,offers n discount in Market,new innovation to the products etc

40 pb of data generating every hour in RETAIL which is the core DEMAND SIGNAL ,80% of people want personalized recommended things also the remaining 20% want a community Based products suggestions and reference

BUT

ARE THESE DATAS BEING USED PROPERLY ???

There a lot of sellers doing multiple local businesses. They cant even able to schedule their timings properly on each Services

So we will create a Dynamic Multiple business PROFILE to access easily their every business all of the unbranded local stuffs in one click!!!
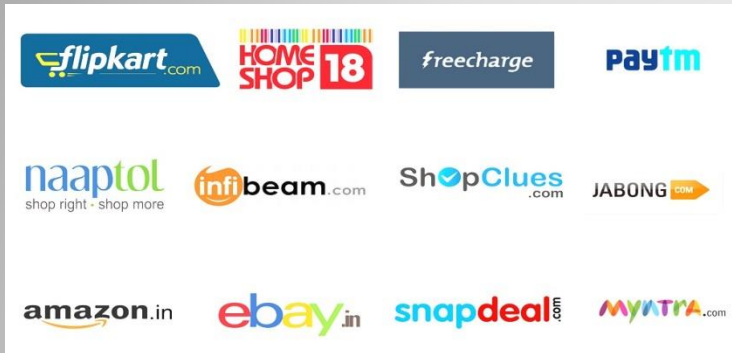
How awesome it will be? if we link all these products and stores into a certain region or locality .So
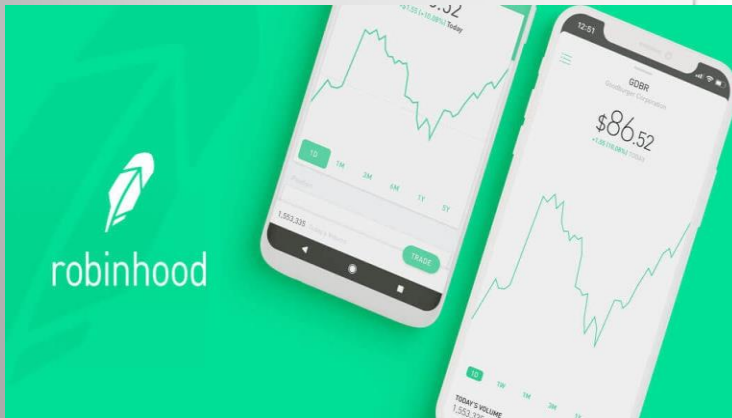
OUR FIRST PRODUCT:

1.THE PRODUCT SEARCH TOOL- here you can search from everyday product to any seasonal product in your **LOCAL LANGUAGE** in any region and we will show you wherever the **product** is available also you can search the nearby shops name(both local and branded store) to watch out either they are open or closed, by sitting at your home

How Beacon Shall Keep The Retail Sector Alive

BIG SALE

Think of a SOFTWARE which will not only connect you to daily LIVE MARKETPLACE FOR:

SHOPPING

BOOKING

INVESTING

SERVICING

But also provide you a Social Brand, Personal Influencing with Marketing Tools and Professonal Advertisement profile according to your daily visit to Market n the time you spend at a store & your buying behaviour pattern

A Super-app to interact and deal with your nearby marketplace either movie in the nearest cinema hall or booking an appointment at dentist to stop a local auto...... EACH N EVERY DEMAND OF CUSTOMERS!!!...The complete digital profile for any business & services

2.GLOBAL MARKETING PROFILE

*Sellers will fill-up the BIO : Products list, Distributors info and Location info with certain legal documents

*People will fill up their Marketing profile related to food choice, fashion preference, the brands you love, vegetarian or not and a lot related to daily lifestyle and locations(hangout zones)

*Everyday sellers switch to app, the moment they open their shop.

*Customers profile will get updated according to different shops & Market timings also by their own preffered visiting time

*A Complete Analytics we will provide to store and brands to understand their customers and Consumers will become a part of Every Nearby Mutual Brand Community.

THE TECH AND TOOLS WE ARE BUILDING

1.Proximity Sensors-(BEACON HOST)Seller and buyer device will get connected at store through Beacon. It will act as source of connectivity and with help of products advertisement algorithm it will push notification at certain timings

Exp-you asked for a "CHAI" after certain moments it will notify your favourite "biscuit/sutta"(acc to your previous transaction n preference)

Exp-your TAILor has the digital data of your perfect size so by using this data Perfect fit different outfits will be shown to you when you visit any fashion store

2.Self Advertisement tool

The seller who make or sell their own product (food stall/vegetable vendors etc) will not again have to shout for new buyers or offer....

Now they just have to use this tool and type the new price we will target the new offer to NEARBY people at market

Exp-during late night veggies sellers will have to give a huge discount or have to throw some of them if not sold. They can now use our diff types of editing n discount templates.

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3.Live Icons-Sellers will tap to specific product live icons and customer can know exactly what is going on in that Store or in Market at real time at their global marketing profile. Ice-cream seller passing by your colony or A Salon totally filled up you can know sitting at your home.

Exp-Employees in a restaurant will have the access and ability to edit the Live Menu so that Customer visited there will know the exact available product. After their shifts are over leaving the hotel locations their device will be automatically converted as consumer device.

4.HOST devices(phones) Hosting devices as a product scanner(multibrand stores) + beautiful OPERATING UX/UI(local shops) to verify each and every transaction details and with the help of location sensors whenever any customer forgot to pay and leave that store after certain distance the certain amount will be register in Khatabook/OK Credit or any other credit services.

5. AT THE STORE ICON -you don't have to download certain kind of apps for certain location works n tasks like it seems frustrating to download an extra PETROL PUMP app to get that premium oil discount so…… This icon will work like this

This is not the icon img

Exp-Suppose you are eating in a restaurant and want to order an extra item & don't want to call for an extra item…. just tap this icon and waiters will get notified at their device.

Exp-Suppose you have gone to a medicine store to buy a product (but don't want to ask)just tap in to this icon and full profile of this store already connected will open now click the product image and someone from the store will pack & hand it to you.

The Term __DECENTRALIZED__ here refered as the common products between different stores like all of the data will not be stored in one single server The data will be distributed in multiple nodes in different locations: The nodes will be Manufacturer, Distributor, Wholesaler, RETAIL(**YES we will use the** CYBERCAFE/INTERNET HUBS as Local NODES).

Health exp- imagine someday everybody blood sample and medication pharmacy report will be stored in Randomly and Researchers, Doctors and Expert would be able to access these reports and patients will know who access it and why? and they both can discuss and get updated about a rare disease. Think how many lives we can save before any NEXT PANDEMIC if these types of data will be decentralized???

*<u>The ranking of stores depend in app upon</u>

:Number of times visited.

:Amount of transaction n time spent.

:Number of time you reached out that store by clicking our push notifications.

:Review & Reaction

The ranking of product in app depends only

.The NEARBY the product is available .

MISSION:

Creating Earth's Digital Marketplace:
To create tools and tech for the Mass of Sellers to self Educate about their Customers and make Decisions(Analytics) and Evolve as a consumer Brand.

VISION:

Building a most compelling Tech company to handle all Internal Operations of any Business & Service from Demand to Development & will Always help people in making better Buying decisions to revolutionize the Market.

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Upcoming Products:

KEYPRO –without going outside send your profile key to your friend going to Market and seller will pack your exact fav from the Data soul of your profile).

SKELETECH-live health status of your vehicle will get connected whenever you reach garage.

NEON-50- you can search some small kind of product in your 50m zone from the transactions details we will target the demand to supply.

FIMAGE-any video, gif or image if you like any product just pause and crop the img…exp-Loved the shoes of an actor from a movie .

PUBVENT- host any event, real match or asking for live suggestions on any product publicly.

CARTOONS- animated product cartoons to chat and talk with you asking about how you feel for them.

Your everyday visit to stalls, shops, stores, showrooms, service centers your & transactions, reviews to products, Data like For what you came and what you got, the vendors passing by your colony to your local deliveries and wallet....Everything Happening in the Market Every Opportunities Nearby both Offline and Online will built as a **Neural Network** to design the UI/UX as a beautiful Personalized Recommended Event & Advertisement

PORTFOLIO.   **&** This is

THE MARKETING NETWORK