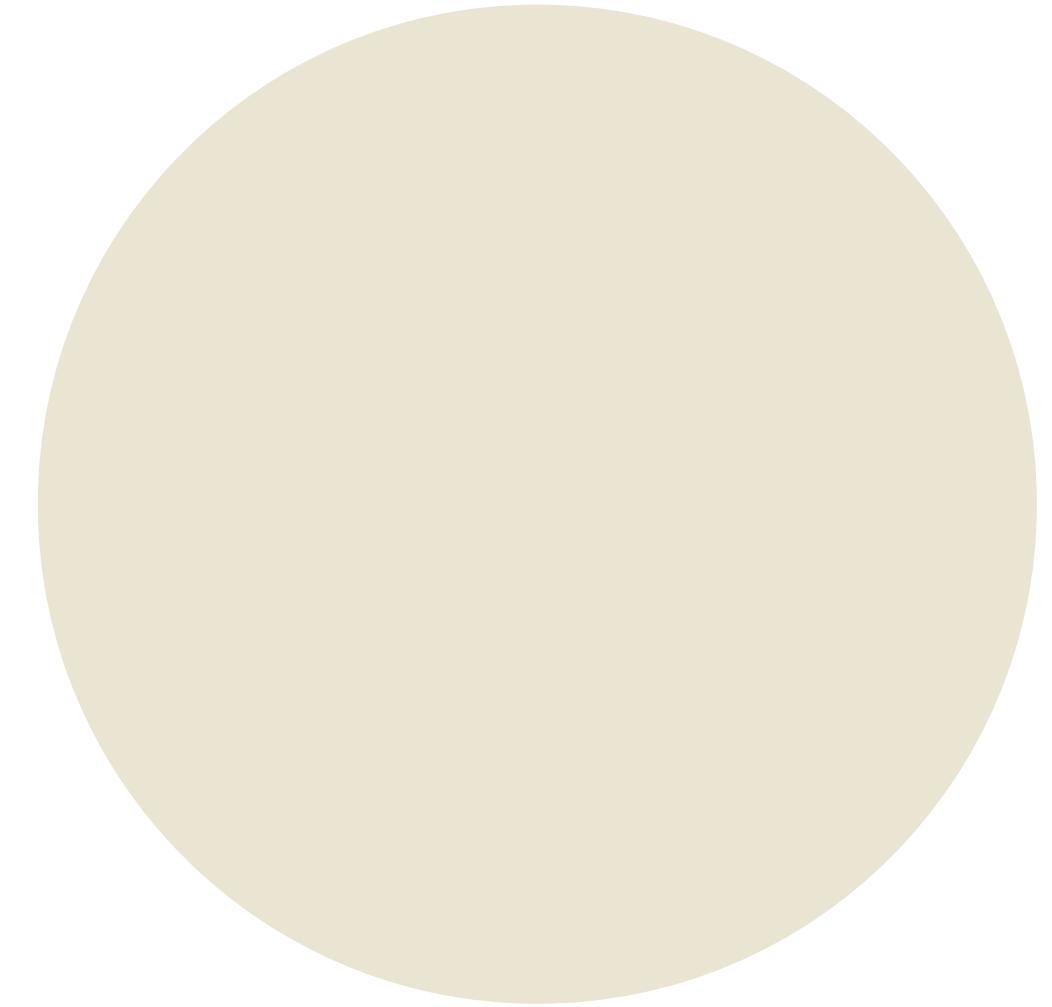




# EQUAL TRADE

● EMPOWERING CREATIVITY,  
TRANSFORMING LIVES: WHERE  
CRAFTSMANSHIP MEETS OPPORTUNITY



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Website

[www.equaltrade.com](http://www.equaltrade.com)

FEBRUARY 2025

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## PROBLEM STATEMENT

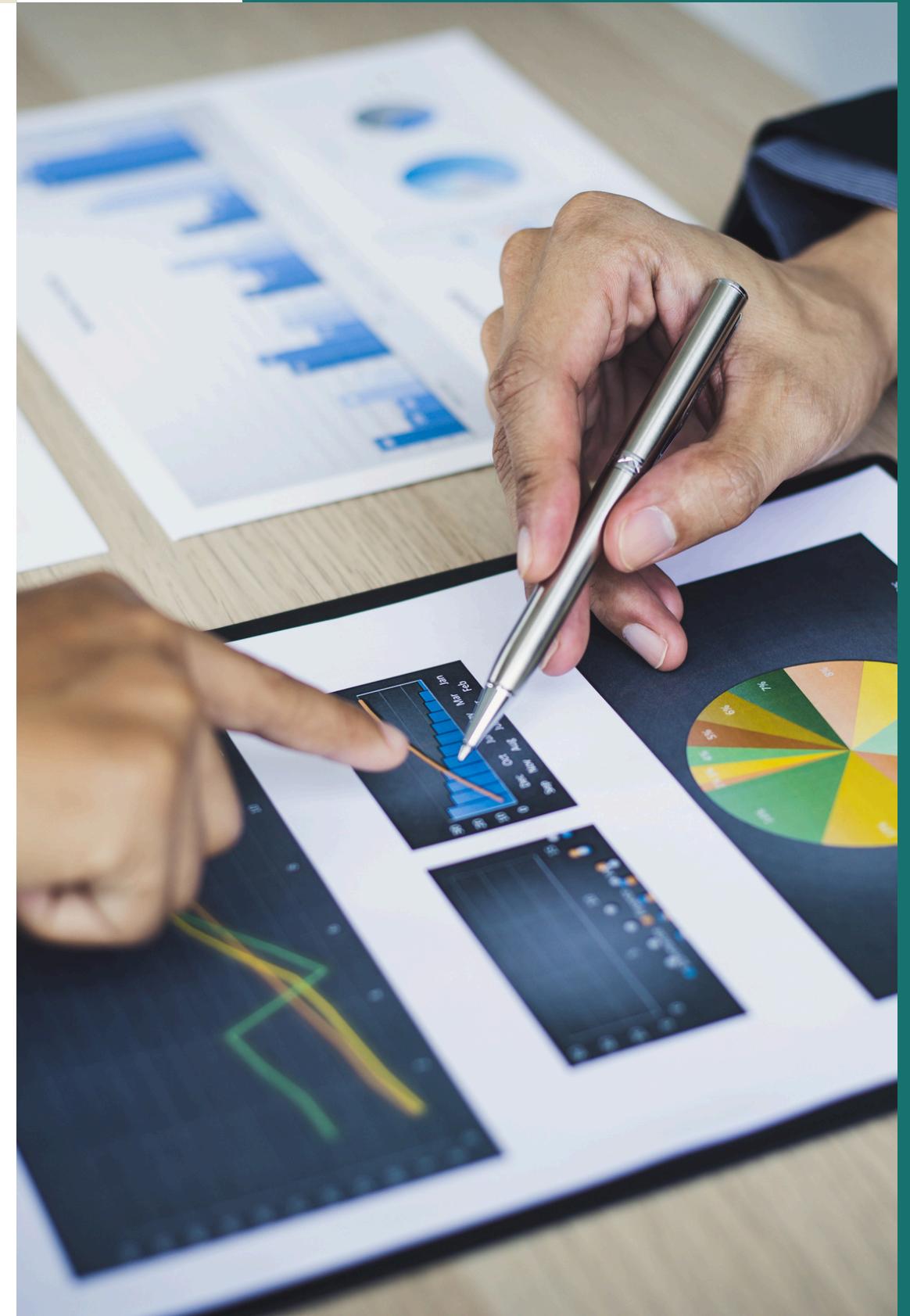
### GREETING FROM US

People with disabilities face significant barriers in showcasing and selling their handmade products due to a lack of accessible, supportive platforms. This limits their ability to reach customers and gain financial independence despite their talents.

# ABOUT US

## GET TO KNOW US BETTER

Equaltrade – An inclusive web platform for artisans with disabilities to showcase and sell handmade products. Featuring accessible tools, easy navigation, and marketing support, it connects artisans with buyers looking for unique, handcrafted items while supporting a meaningful cause.





# BUSINESS OVERVIEW

## TARGET MARKET

- Who? Kenyan artisans with disabilities skilled in crafts like art, carpentry, and beadwork.
- Challenges? Limited job access, online visibility, and social stigma.
- Goal? Empower them to thrive as digital entrepreneurs.

Handcrafted Products: 15% growth—rising demand for unique, handmade items.

Inclusive E-commerce: 20% growth—more platforms prioritizing accessibility.

Socially Responsible Shopping: 25% growth—consumers favor businesses with social impact.

# COMPETITION

## 01 **Etsy**

Etsy provides a marketplace for handmade items.

## 02 **Zazzle**

An online marketplace for customized items, but not focused on a specific group.

## 03 **Jumia**

Online marketplace for diverse items.

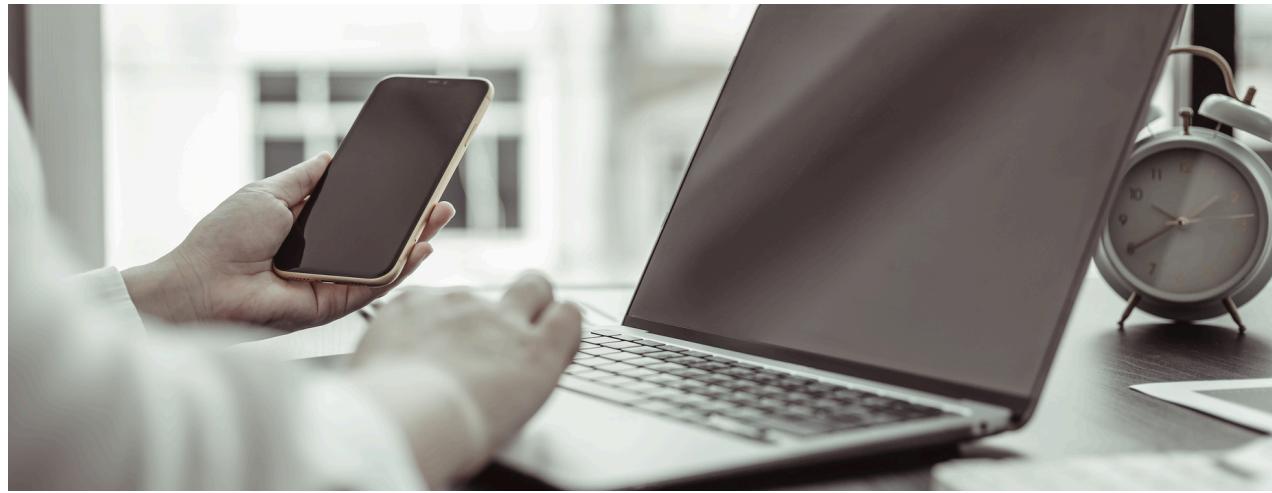


## 04 **ArtLifting**

A platform that helps artists impacted by disabilities and homelessness.

# WHY US?

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## Our Platform:

- Targeted for Kenyan artisans with disabilities
- Accessibility-focused & user-friendly
- Low commission fees
- Tailored support & strong community engagement

# OUR PRODUCT



## PRODUCT DEFINITION

An accessible web platform for Kenyan artisans with disabilities to showcase and sell handmade products. Featuring a user-friendly interface, it expands their reach and boosts economic opportunities.

## KEY FEATURES

- Accessibility First – Designed for ease of use by individuals with disabilities.
- Product Showcase – High-quality images & detailed descriptions.
- Feedback System – User reviews to enhance platform experience.
- Smart Search – Find products based on specific disability needs.
- Community Engagement – Connect, collaborate, and grow together.



## TECHNOLOGY STACK

- Frontend: HTML, CSS, JavaScript, React – Responsive & modular UI.
- Backend: Node.js, Express.js – Fast & smooth real-time interactions.
- Database: MongoDB – Scalable & efficient data management.
- Other Tools: Git/GitHub for version control, Rotsi for secure transactions.
- A robust, scalable foundation for an accessible e-commerce platform.

## SCALABILITY

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Vendor Growth: Easy onboarding for diverse products.

Expanded Partnerships: Collaborate with NGOs & schools to train artisans.

Flexible Expansion: Scale to new regions & product lines.



## PRICING STRATEGY

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- Low Transaction Fee: Affordable for buyers, ensuring steady revenue.
- Flexible Vendor Plans: Free basic plan + premium upgrade options.
- Partner Discounts: Special rates for NGO & school-endorsed vendors.

# CHALLENGES AND KEY FEATURES



## CHALLENGES

- Accessibility Compliance: Ensuring adherence to accessibility standards for users with disabilities.
- User Adoption: Encouraging artisans with disabilities to adopt and use the platform.
- Technology Limitations: Optimizing performance across various devices and internet connections.
- Data Security: Protecting user data and transactions from potential breaches.



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