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# Elevator Pitch

Things are getting more and more expensive, even the rice and beans that we eat every day (in Brazil) are priced up, so it becomes difficult to maintain a decent quality of life, that's why many people are opening their businesses, whether in the garage at home, or a stall on the sidewalk, but a lot of people in the neighborhood don't know, and those people end up going far to buy something he could buy in his neighborhood with a small local merchant since these small merchants don't invest much in advertising, some at most put a sign in front of their store; That's why I'm creating a website so that these people can promote their products and services more easily. The site will be very easy to use. Even those who have difficulty can register, registering their business and their location, so people can search for the name of their neighborhood and the product they want and have a list of local merchants. That way I will be helping local businesses and these small entrepreneurs who either don't have the resources to invest in marketing or don't know how to invest in it.

# Feedback

I gave the talk to 3 friends in a WhatsApp group, and they said they liked the idea of helping to introduce these beginners and small businesses to digital marketing through the website. One of them compared it with Ifood, but I don't think it has anything to do with it, so I explained again the concept of the site, which is to promote local commerce, at the neighborhood level, for example, you enter the site and enter the name of a neighborhood, and then the site shows a list of spots in the neighborhood where there are small shops, like a lemonade stand on the corner, a hot dog stand on the back street, etc. nothing to do with deliveries, just publicity.