



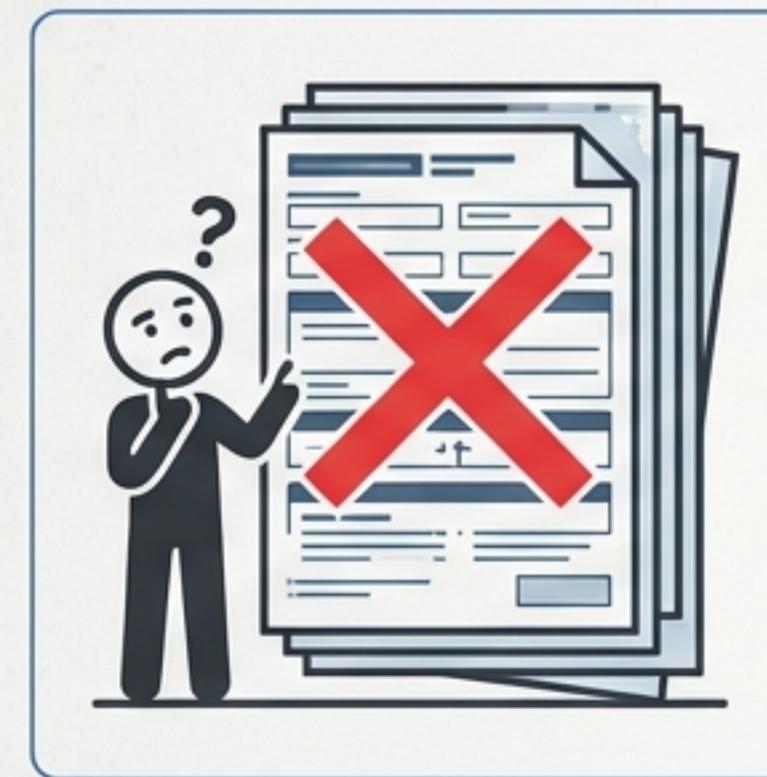
AI-Powered WhatsApp Marketplace for Used Machinery

KriraAI

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DEMOCRATIZING MACHINERY COMMERCE

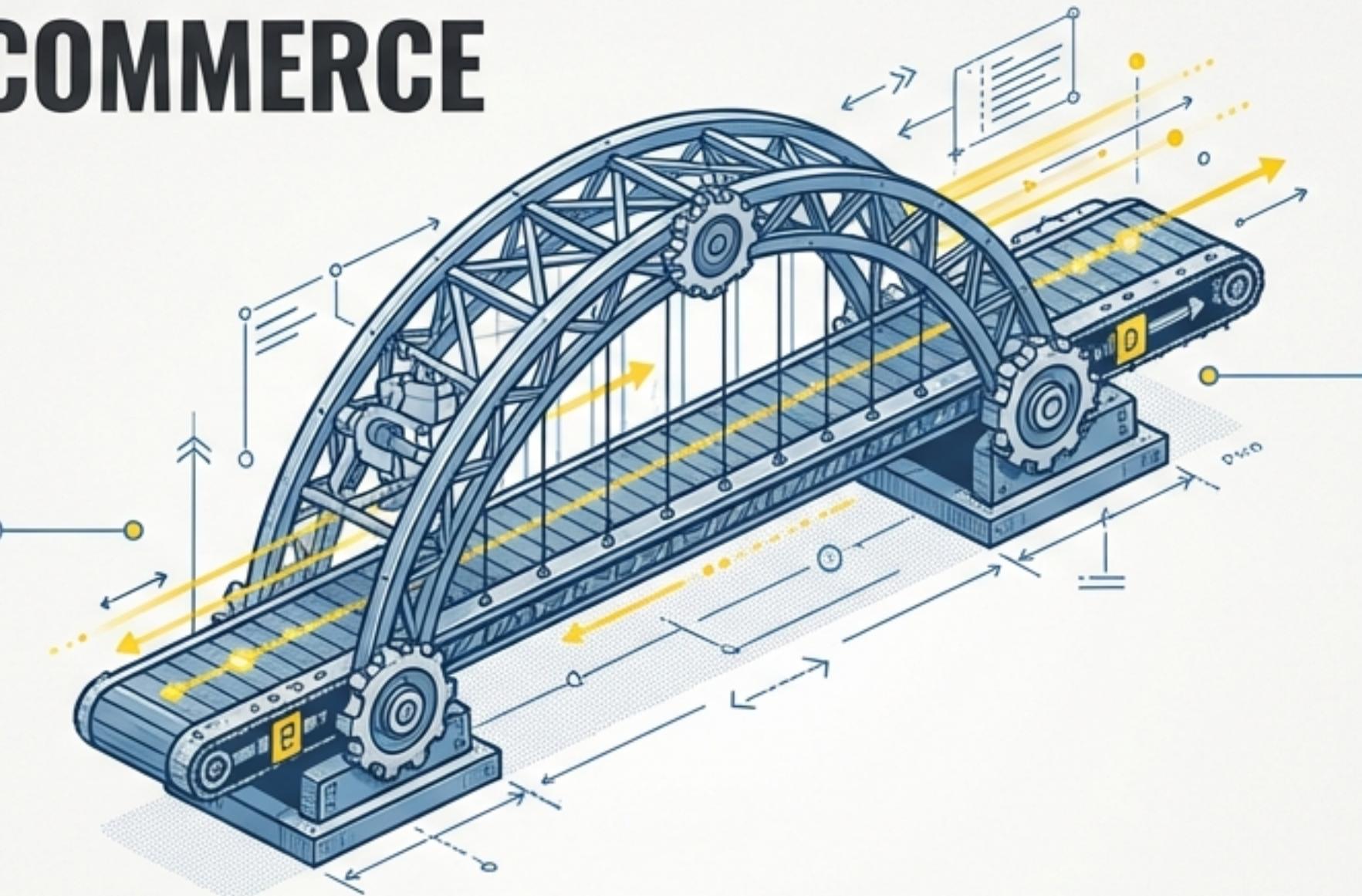


CORE PROBLEM

Bridging the gap for low-tech users (farmers & SMEs). Replacing complex forms with simple WhatsApp chats and mobile photos.

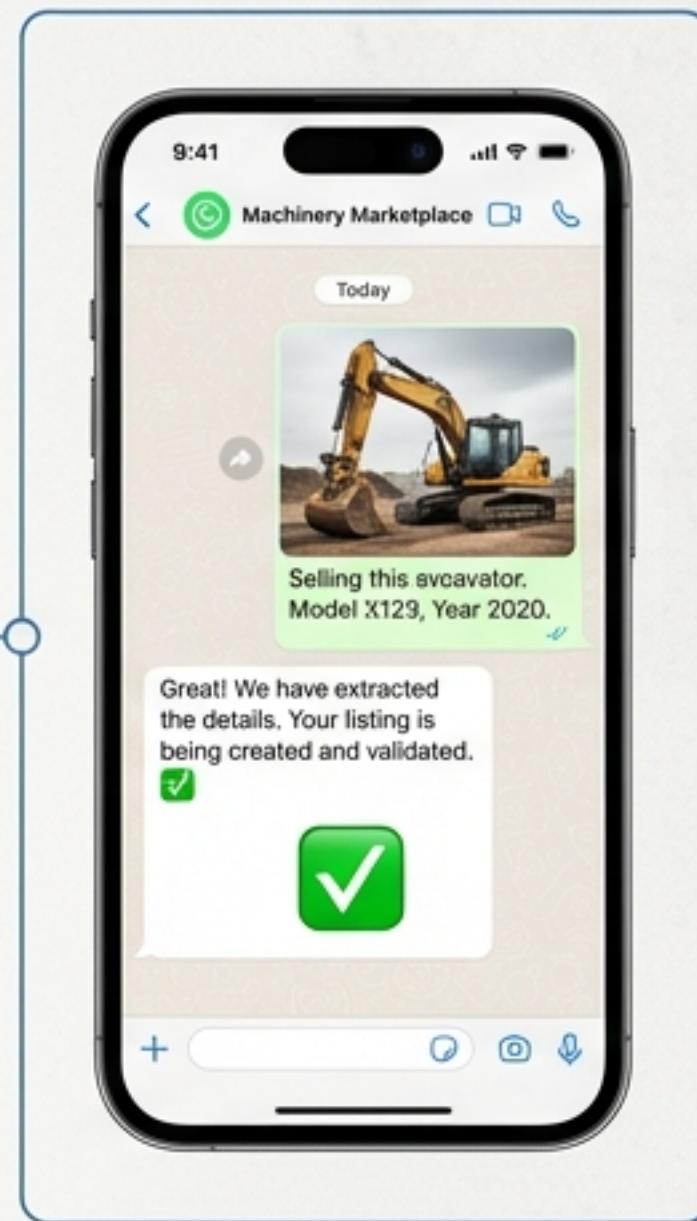
VISION

To create an accessible, OLX-like marketplace specifically for used machinery.



KEY MECHANISM

Automation handles listing creation, validation, and matching.



PLATFORM INTEGRATION

Dual-interface system:
WhatsApp (User) ↔ Public Web Platform (Market).

TECHNOLOGY STACK

INTERFACES

Frontend: React (Web & Admin Dashboards)
Chat Interface: WhatsApp Cloud API

INTELLIGENCE & API

Backend: Node.js + Express (Core Logic)
AI Layer: OpenAI / Gemini / Vision AI (NLP & Recognition)

STORAGE & SCALE

Database: MongoDB (Flexible Storage)
Hosting: GCP / AWS



PAYMENTS

Payments:
Razorpay / Stripe

AI CAPABILITIES (CORE ENABLERS)



IMAGE RECOGNITION

Identifies machine type, make, and condition from mobile photos.



NLP CHATBOT

Manages human-like contextual data collection via WhatsApp.



AUTO DESCRIPTION

Converts unstructured chat/photo data into professional listings.



SMART MATCHING

Proactively recommends relevant buyers/sellers based on data.

MODULE 1: THE SELL FLOW



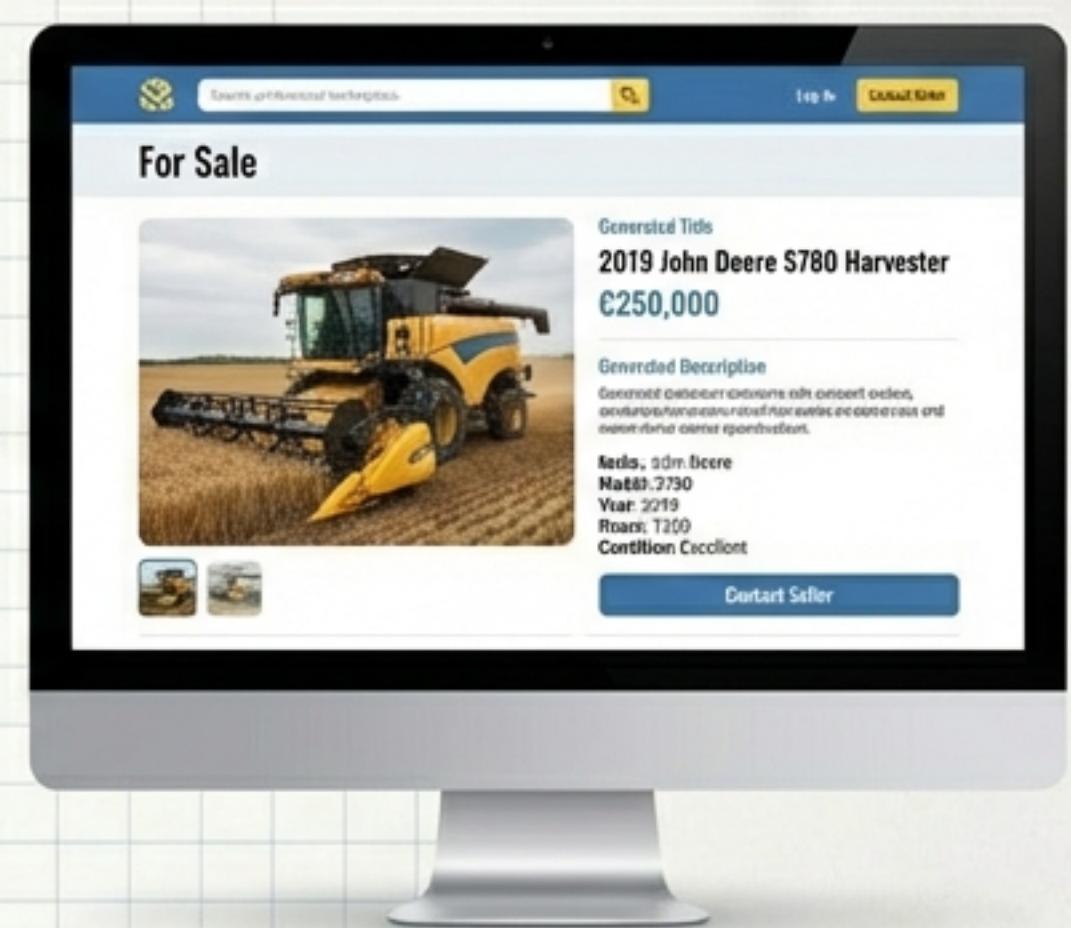
1. Image Submission & Vision

User sends photo; AI detects machine type.



2. Guided Q&A

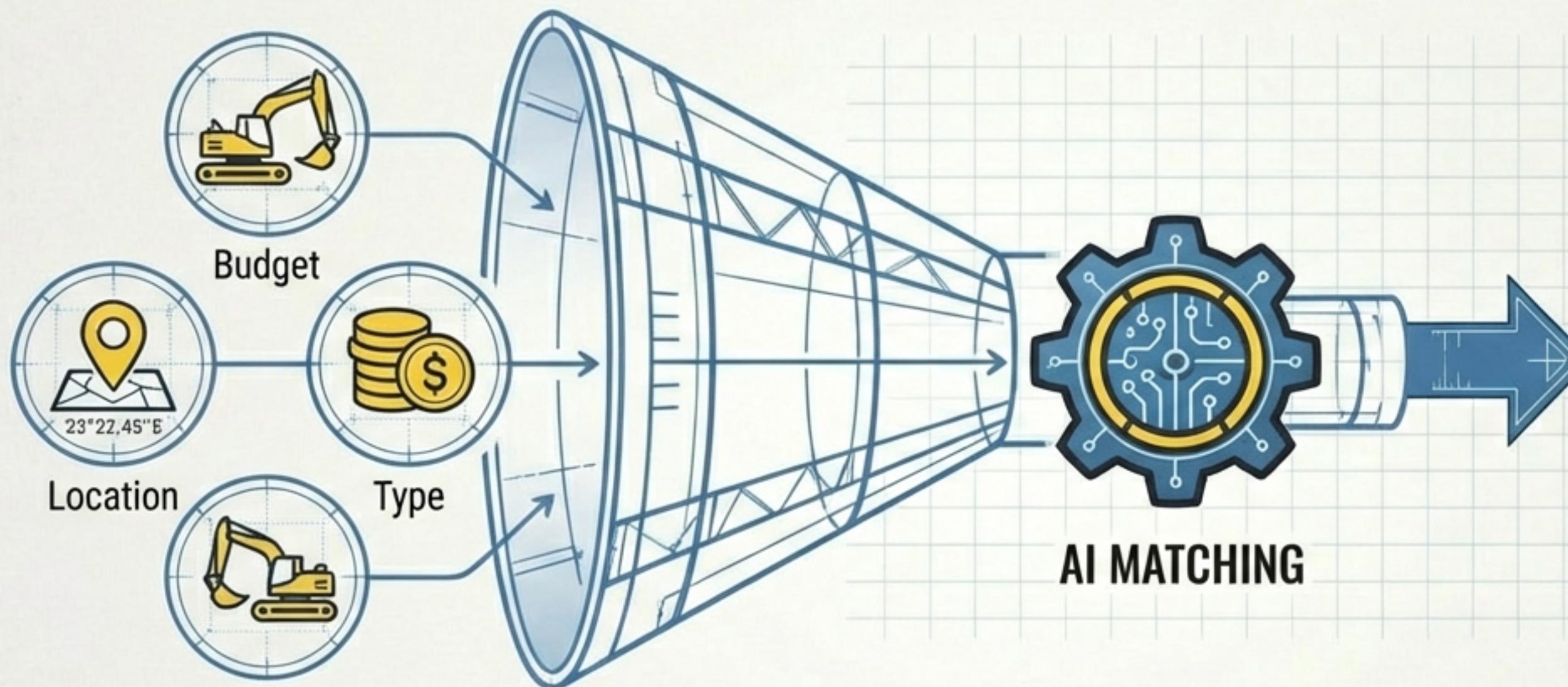
Bot asks structured questions (Brand, Year, Price).



3. Auto-Generation

AI creates optimized title and description.

MODULE 2: THE BUY FLOW



Requirement Capture

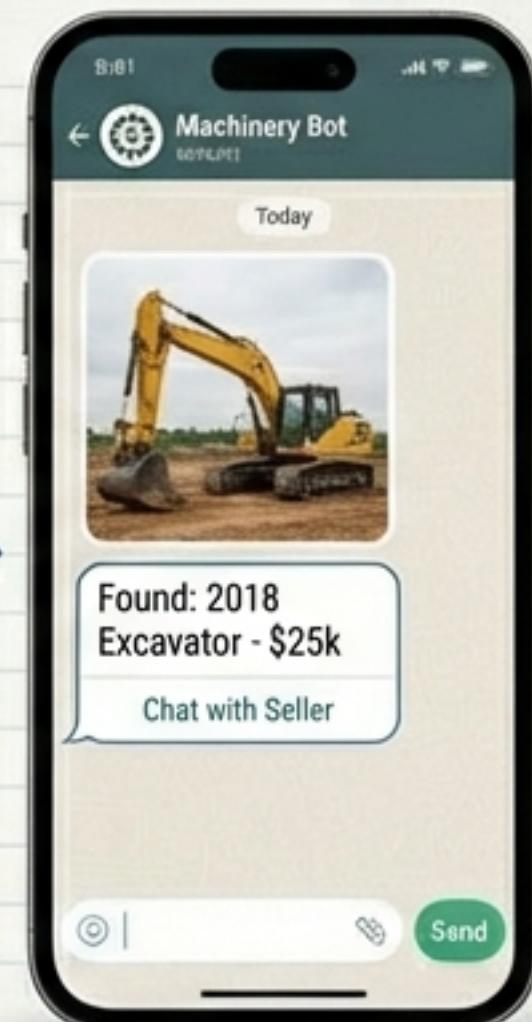
Bot collects criteria: Machine type, budget, location.

Intelligent Matching

AI searches database and presents curated results in-chat.

Actionable Options

Chat with seller or proceed to secure payment link.

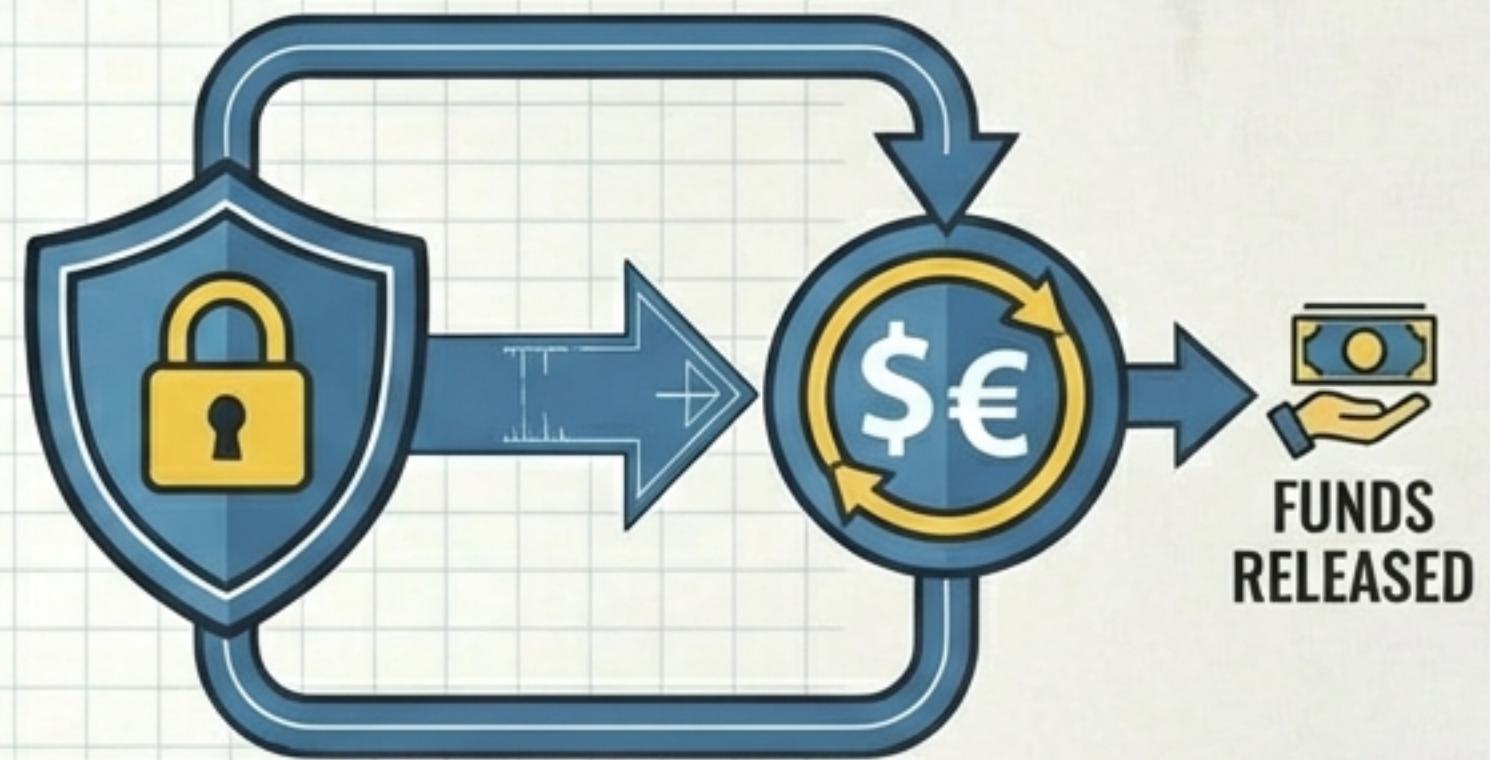


MODULE 3: ADMIN & OPERATIONS



- **Listing Control:** Human-in-the-loop approval.
- **User Management:** Manage users & brokers.
- **Compliance:** Fraud control & tracking.

MODULE 4: PAYMENTS & MONETIZATION



- **Escrow Gateway:** Funds released only after completion.
- **Revenue:** Transaction commissions.
- **Subscriptions:** Premium tiers for brokers.

TRANSFORMING THE USED MACHINERY MARKET



KriraAI

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