

The AI-Powered Machinery Marketplace

Bridging the gap between
low-tech users and modern
commerce via WhatsApp.



Democratising Machinery Trading for Every User

The Problem



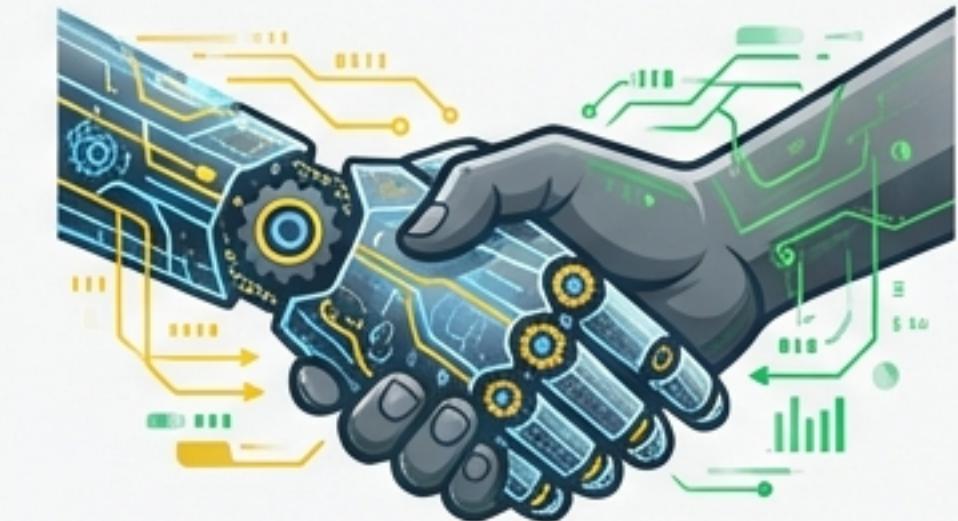
Traditional marketplace apps create a technical barrier. Rural farmers and low-tech users struggle with complex forms, account setups, and manual data entry.

The Vision



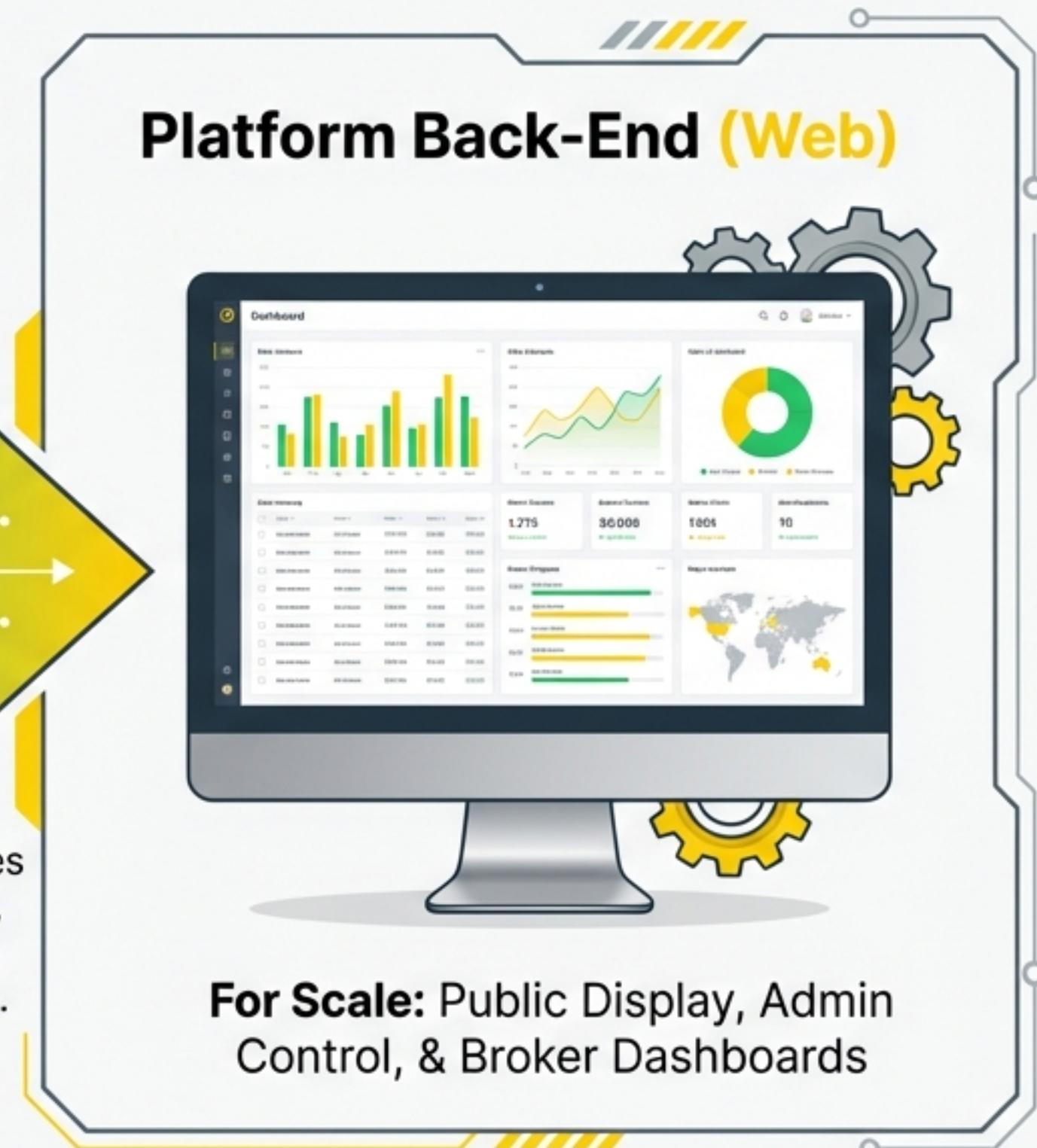
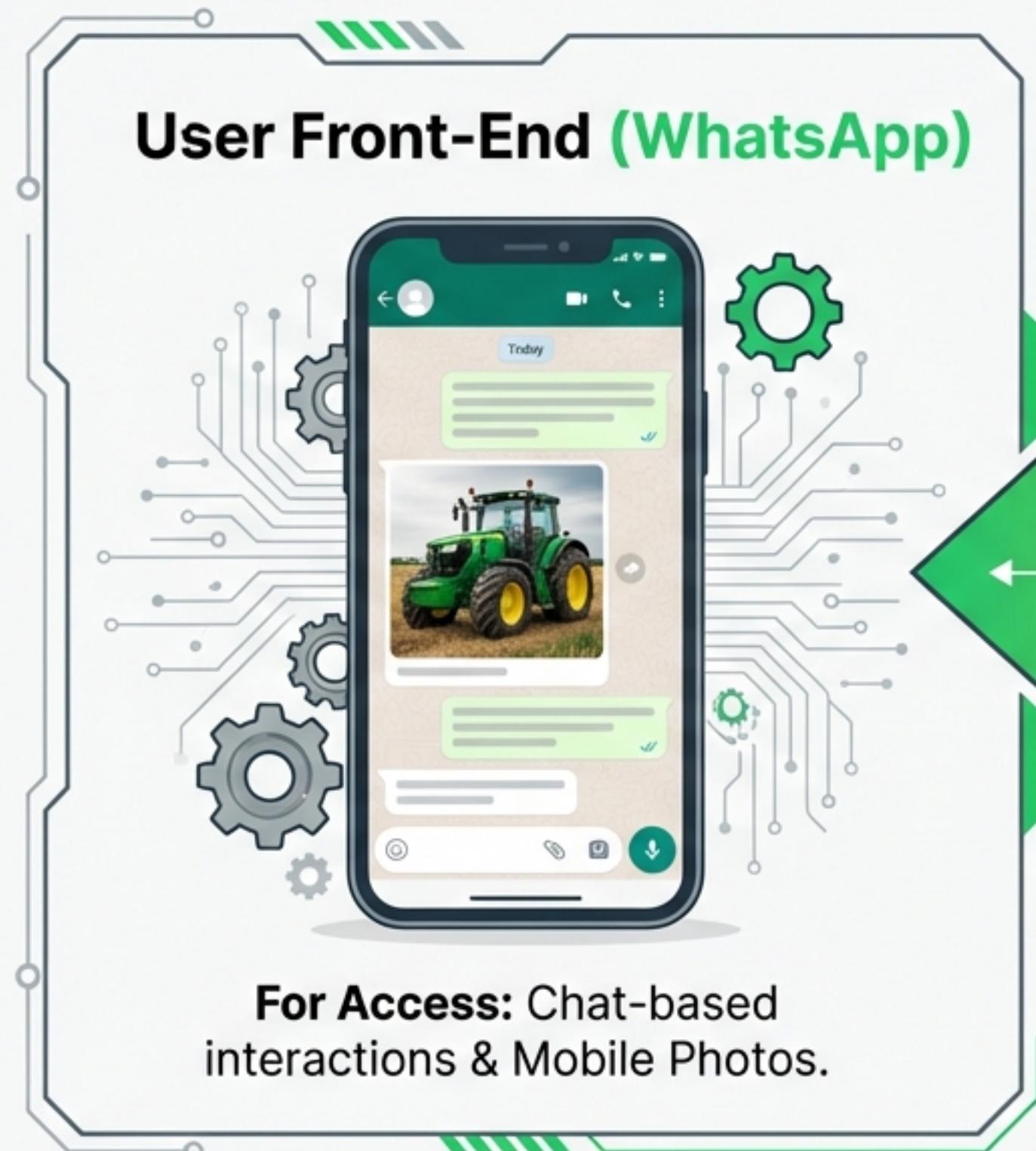
To create a marketplace where ability to use technology is not a prerequisite for commerce.

The Solution

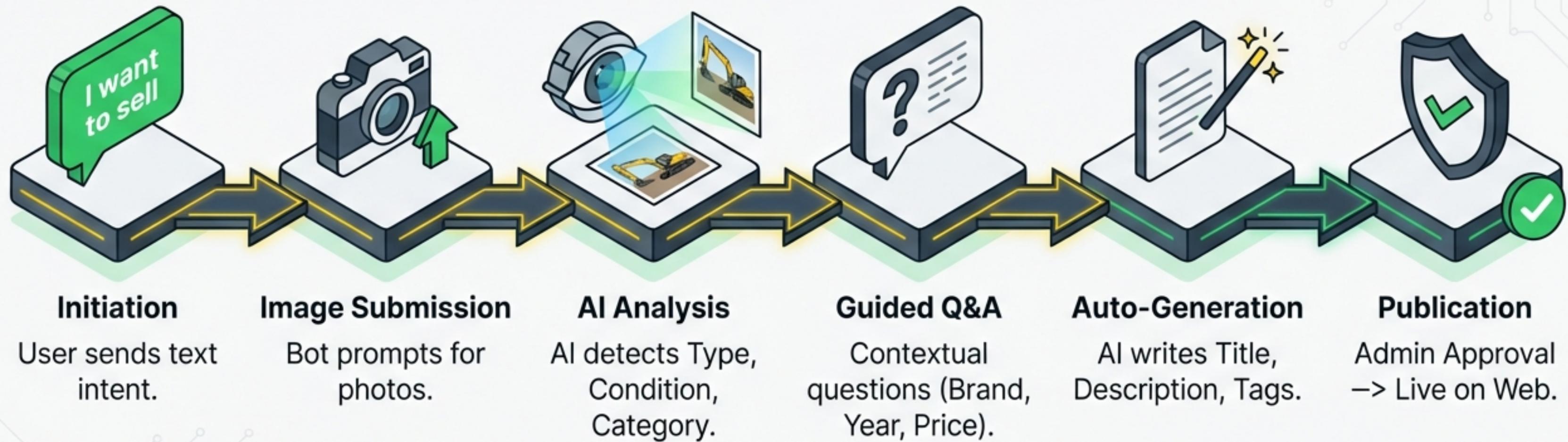


- **Accessibility:** Utilising WhatsApp—a tool the target audience already knows.
- **Automation:** Replacing manual typing with AI that handles listing creation.
- **Stakeholders:** Serving low-tech users (C2C/B2C) and professional brokers.

A Dual-Interface Ecosystem



The Selling Flow: Zero Manual Forms



Key Benefit: Eliminates technical barriers and manual data entry for the farmer.

The Buying Flow: Intelligent Matching



Inquiry

User states intent.

Requirement Capture

Bot asks: Type, Budget, Location.

Smart Search

AI searches validated database.

Presentation

Curated results sent in chat.

Action

Options: Chat, Request Broker, Buy

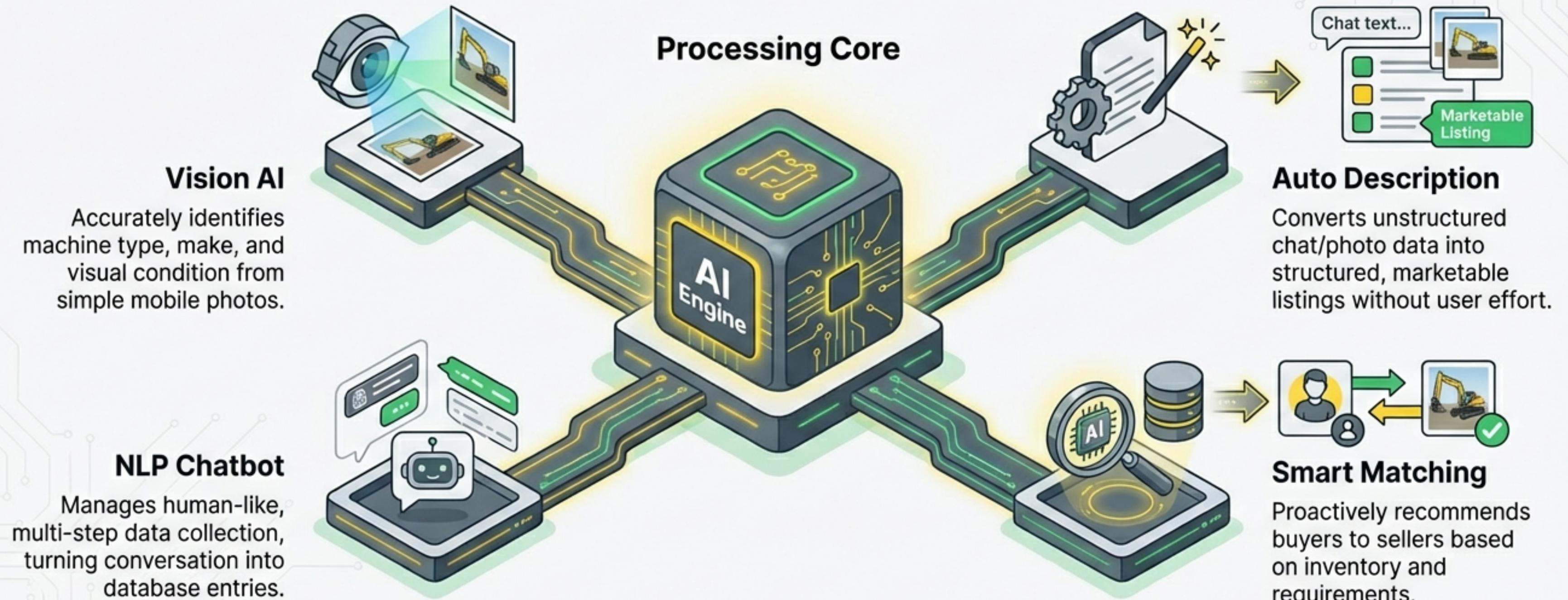
Finalisation

Secure Payment Link & Confirmation

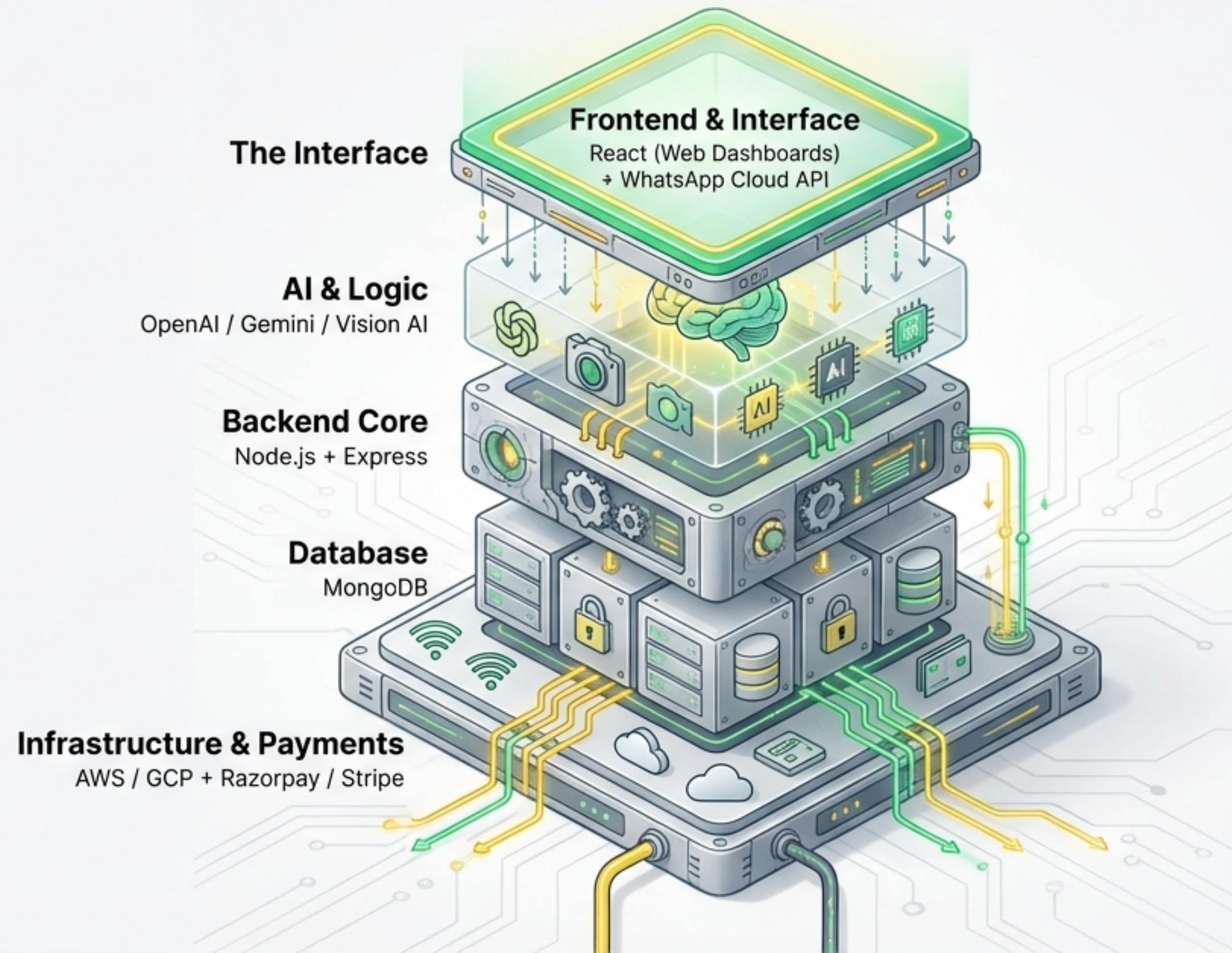
Key Benefit: A proactive experience where the products come to the user.

The AI Engine: Core Business Enabler

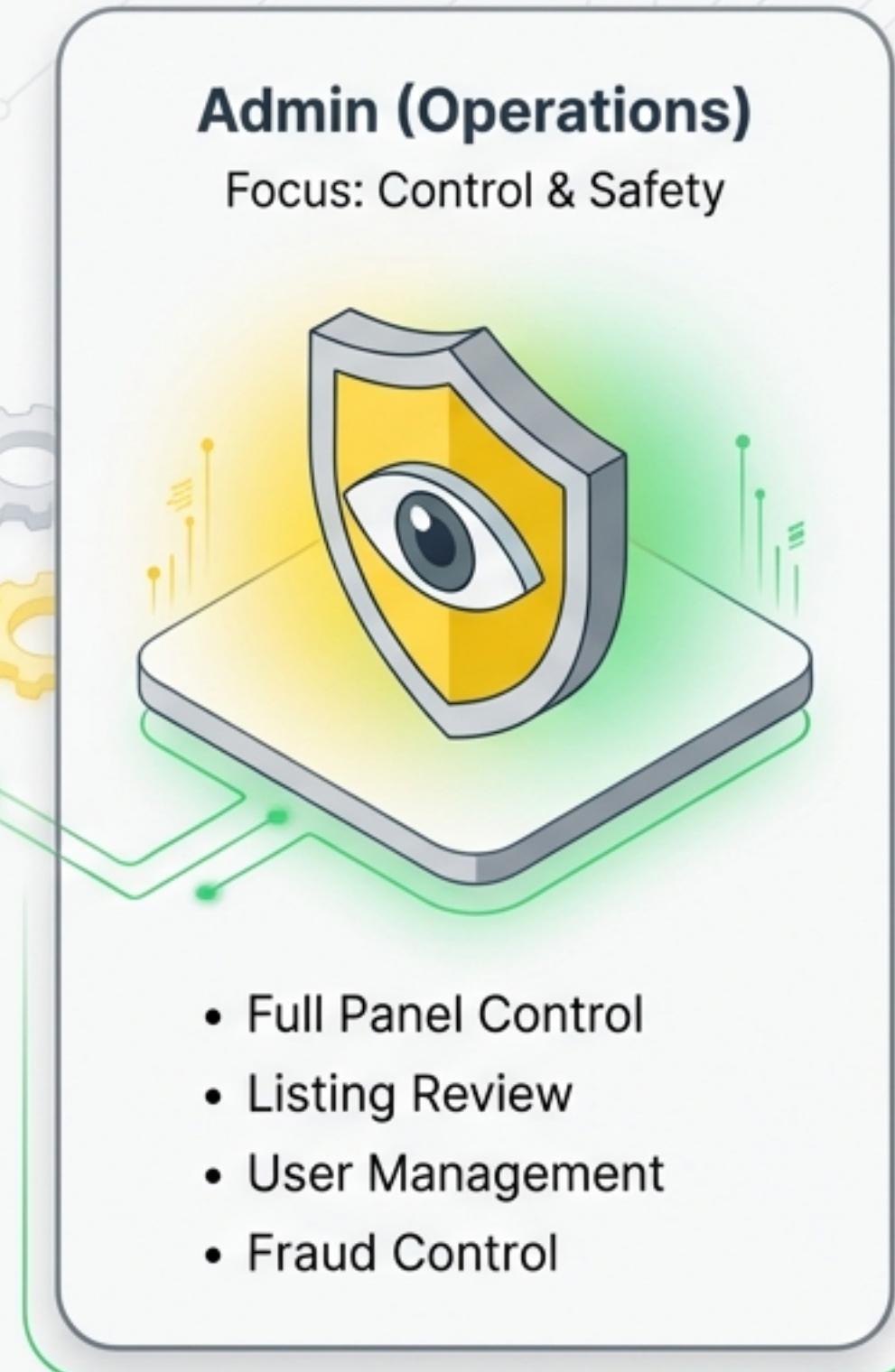
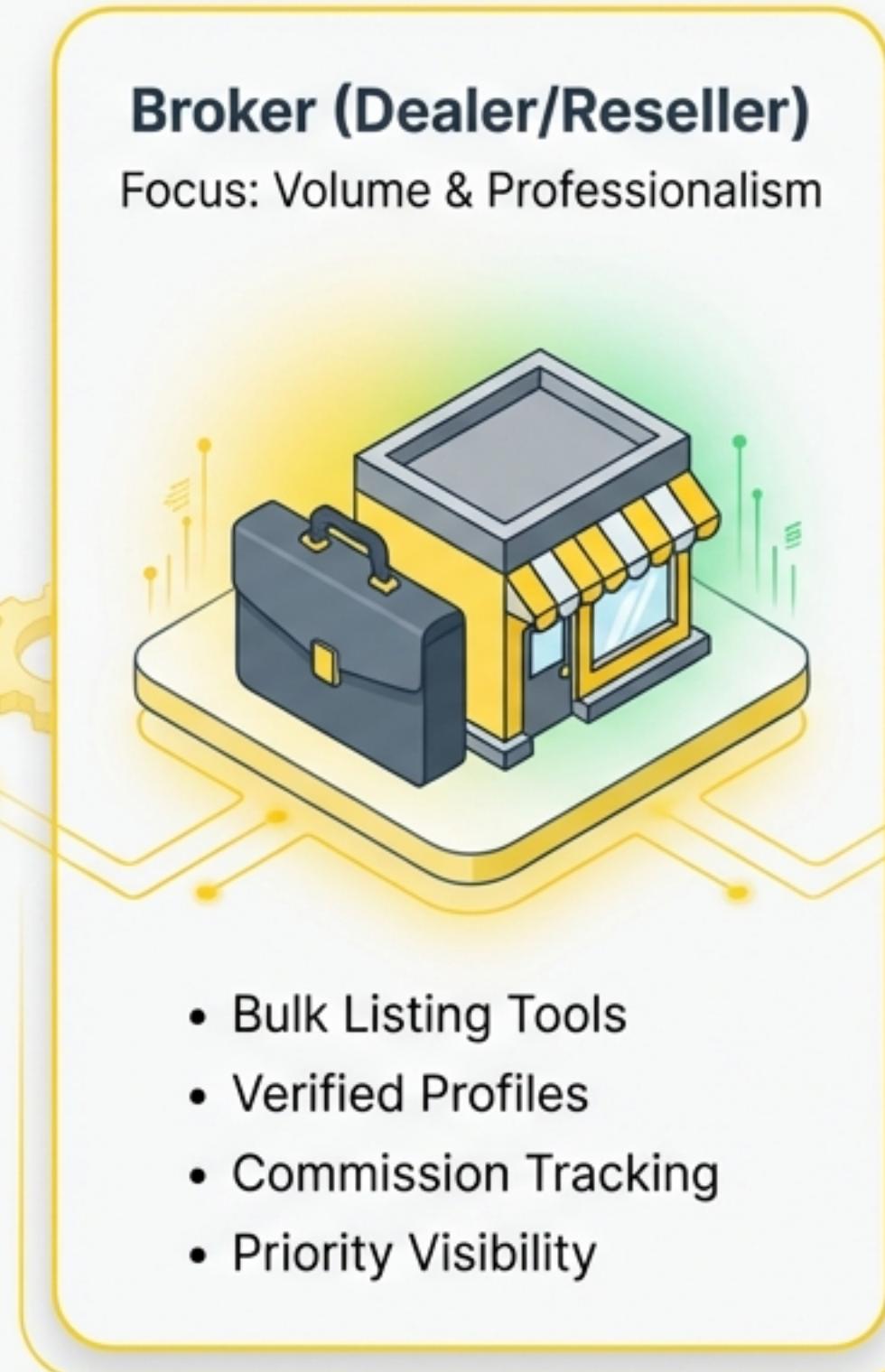
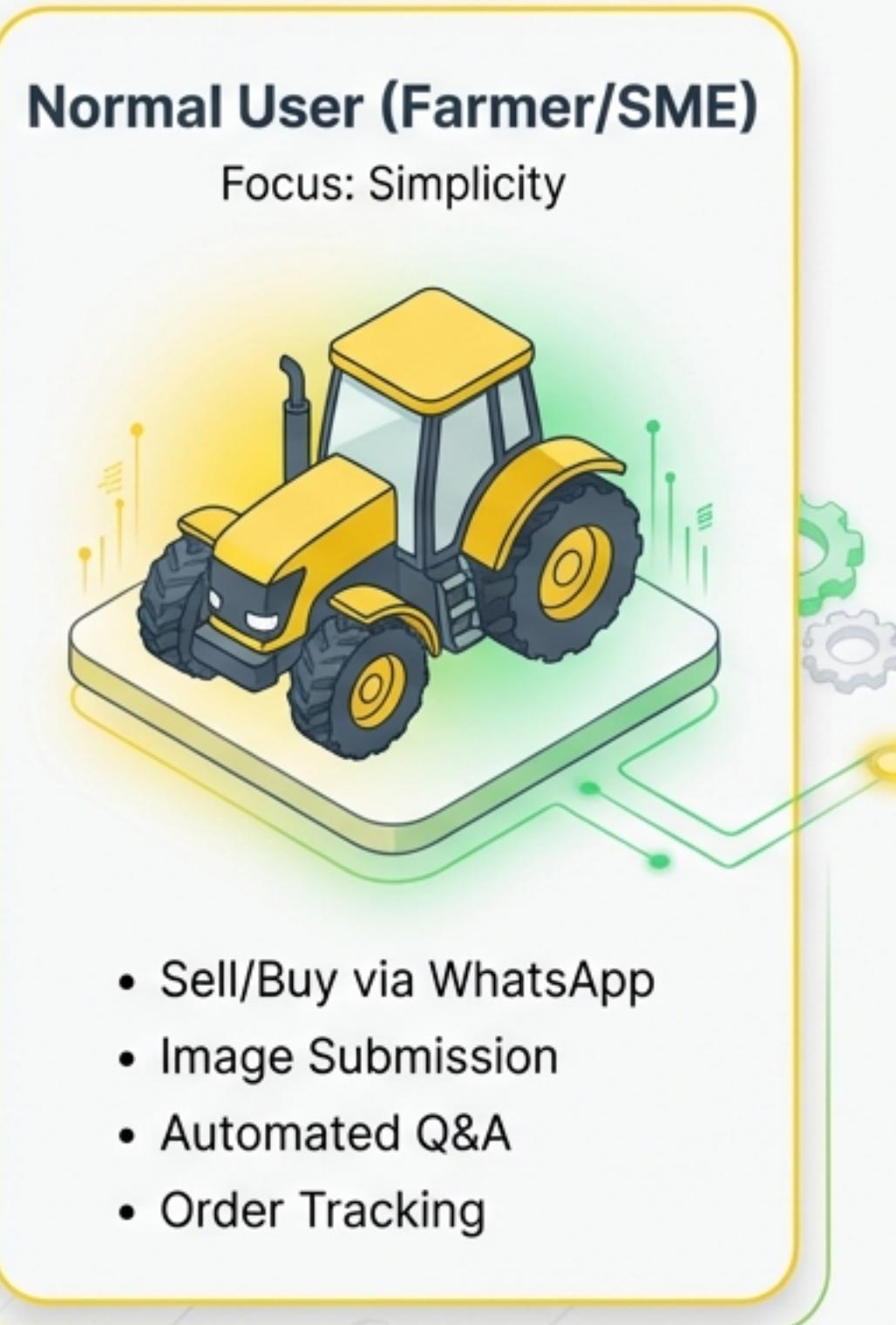
AI is utilised not just for interaction, but for structuring unstructured data.



Built on a Scalable, Modern Stack

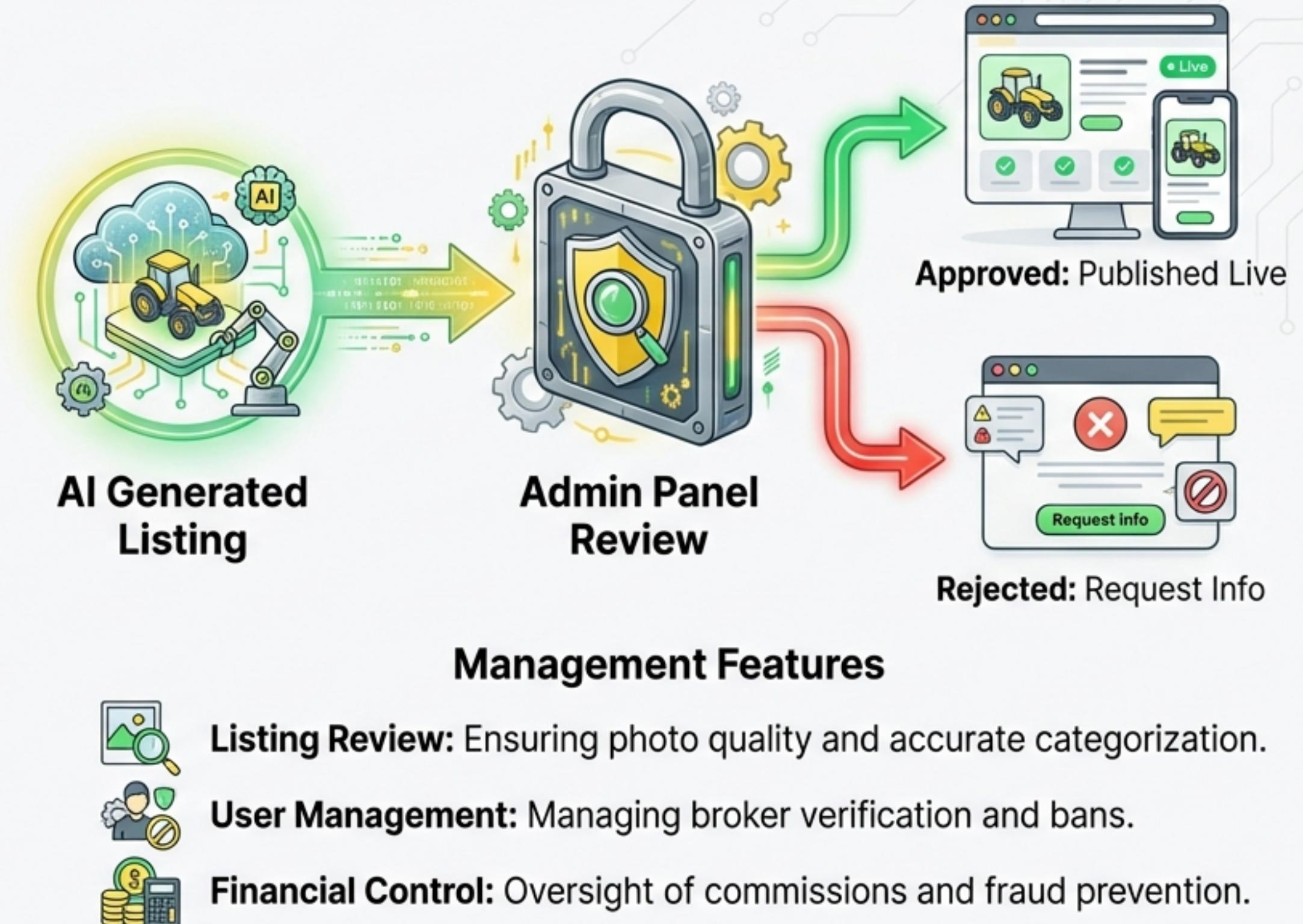


A Multi-Stakeholder Ecosystem

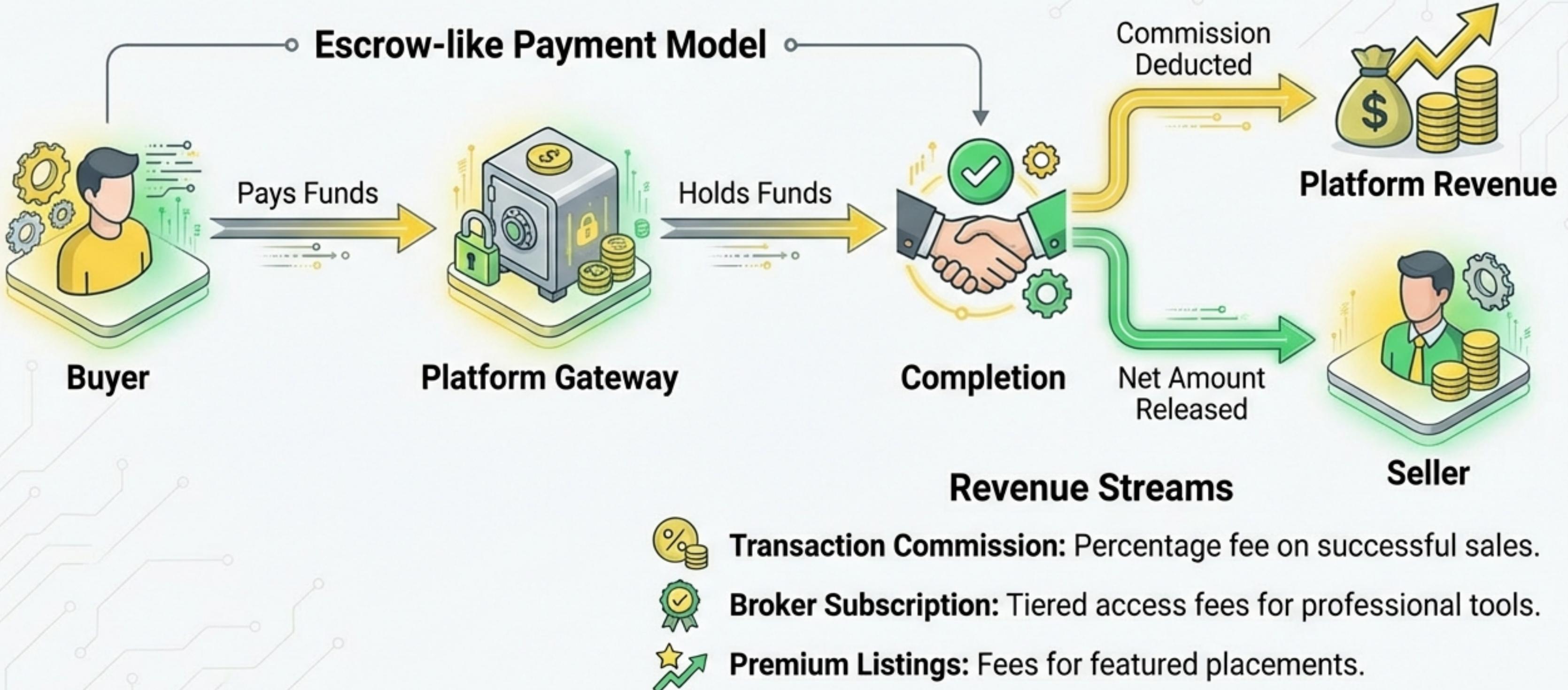


Admin Control & Quality Assurance

Automation assists the user, but Admins govern the platform.



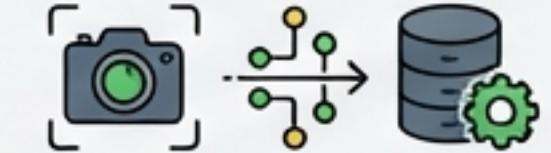
Payments & Monetisation Strategy



Minimum Viable Product (MVP) Scope



- Workflows:** End-to-end WhatsApp Sell & Buy flows.

- AI Integration:** Functional image recognition and data structuring.

- Administration:** Fully working Admin approval and moderation panel.

- Web Presence:** Basic website synchronisation for product display.

- Commerce:** Secure Online Payment Gateway integration.


Unlocking Value Through Simplicity



By combining the ubiquity of WhatsApp with the power of Vision AI,
we remove the friction of traditional marketplaces.

We are not just building a marketplace; we are building an accessibility bridge
that connects the lowest-tech users to the modern digital economy.