

Start-O-Thon

Round - 1 Submission Business Plan Slide Deck

Team Name	Ace
Problem Domain	RETAIL MANAGEMENT
Theme	PRODUCT QR CODE
Problem ID	R-02

Problem

- Compelling problem(s) to be solved
 - What's the pain or need that your potential customers have?



Currently, online marketing has gained a special importance in the world. But it also has some side effects. Customers are also often deceived in online shopping. Some local companies sell their products under the name of branded companies. This leads to customer fraud.

Often the customer's company tries to attract attention to their product by giving a discount in a large amount and this is why consumers are constantly deceived.



Solution

- Describe your business

- What is your product or service?

→ We will talk with all the product based companies we will make QR codes for the companies product with the help of Blockchain, so that If any other person will make the exact copy of that product, so the Customer could identify that product is either Original Or Duplicate. We will make a Blockchain of QR codes, which will be assigned to every individual companies product. In which our customers are companies, companies will give fund to us to assign the QR code to their every product. By this, not only the customers But also the companies are also in profit. As normally before buying the product customers see on online platforms many as they have cheaper price time than store led them to buy that product by seeing the company name and after product get delivered they find that the quality is poor or something another issue with that product and customer are not satisfied by this. that's why Customers usually like to buy that product from the store by giving more money and time too. Because they don't have another option, Today every branded product has their duplicate another product in the market, and people are unable to find that which is the original one. Many a time people get duplicate products even offline.

- Compelling benefits

- How do you provide value to your customers?

→ we will provide value to our customer i.e various branded companies by helping them to print QR codes for their products so that customers will led to buy original product so that their companies sale will increase also no one will give bad judgment and review to companies product. .

product

Product Description

- Detail about your goods or services **unique id for the product with the help of block chain technology**

➡ you can add a QR Code to the product packaging. When customers scan this QR Code, they'll be able to verify the authenticity of the product and differentiate it from a fake copy easily.

Because secure QR codes contribute a new, robust layer of trust, they integrate well with another technology that focuses on this same principle – blockchains.

- ➡ Use customer's perspective

customers are confuse what ever they buy are original or fake because many fake product are introduce in the mark with the brand logo this will make customers to diifentiate between them and get original once.

- ➡ Research and Development

We did primary and secondary survey visit to various offline local stores grab information . Go throw various research paper and study the various aspects and implement it in our project'

Growth Strategy

- Target Customers

- What is the ideal customer like? What is their profile?



The ideal customers are like companies who have their branded products such as one plus in electronics and have huge popularity due to their good product quality.

The profile of ideal customer is companies with good product and high popularity in their specific domain for example bata in footwear domain

- How and what do customers buy?



- Describe what the customer will get (now and later)?

customers will get more customers also their status in their domain will not get degraded and the customers will get more trust and verified products .

- Marketing and sales plan



- How will you market and sell your product or service?

We will market and sell our service by providing QR code to companies so that companies product will be verified and companies customer will get verified product



Competition

- Who are your current and potential compedator?

- What Alternatives Exists?

➡ many companies use their Qr codes to scan their product to check it is original or not. But it is Not relevant as any person can change that data.

- How do customers solve the problem today without your product or service?

➡ To solve this problem, customers have to buy products from stores at higher costs. And have to face the issue of poor customer service.

- How are you different from compedators?

➡ How are you better than your competitors?

our competitors are using simple QR codes, in which data can be change. We are using the Block chain method to store the data. As here, every data will be interconnected to each other, no person can change that data. so, the company and customers can identify the original products

- .How will the customer know that you're better?

Revenue Generation

- Project your revenue and expenses over the next 3-5 years.

- How do you make money?



We will charge for generation of our unique Qr code for its security and data management system '.

- Key milestones



- When will your business turn a profit?

When all the big and small companies will get connected with us and Use our QR code for their product verification.



- When does your competitive advantage take effect? When does it end?

As we are using block chain the data store is secure and can not be manipulated.



How much revenue will you earn in next 3-5 years?

It will depend on the growth and expansion of companies. But earning will as much

Funding

- How much capital do you need?
 - ➔ We will need capital as per requirement as it will cost about 5-6 lakhs
- How will the capital be used?
 - ➔ the capital will be used to make qr codes using block chain as we will need to give capitals to developers

➔ How will you pay back the fund ?

• We will pay back fund after our startup start monthly like EMI.

Team Details

	Name
Member #1	Sandesh jundhare
Member #2	Ujjwal sadani
Member #3	Vaibhav ghule
Member #4	Tushar nandanwar