

DIGI'STALL

Project Proposal



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List of Contents

1. Startup Summary
2. Problems
3. Solutions
4. Target Market
5. Traction
6. Business Model
7. Project Timeline
8. Project Budget
9. Meet Our Team
10. Contact Us

Startup Summary

- Digistall is a SaaS-based e-commerce mobile application that provides a platform for businesses to create and manage their online stores and sell products through mobile devices.
- The app enables businesses to establish mobile-optimized storefronts that allow users to explore products and make purchases on their mobile devices.
- It has analytics and reporting features that enable businesses to measure sales, customer behavior, and other critical performance factors in order to manage their online store. Marketing tools enable businesses to market and offer their products to potential buyers.
- Businesses may simply personalize their online store, including the design, layout, and product pages, to meet their brand and demands using the app.
- It enables businesses to easily build and manage their online stores, while also offering customers a user-friendly and mobile-optimized buying experience.
- The app's user interface is a simple one, specifically built to cater to the wider rural customer base which is a major part of our target market.

Problems

1. Cloud Kitchen



Background: A cloud kitchen, often referred to as a ghost or a digital kitchen, is a restaurant that only accepts meal delivery or takeaway orders. It does not have a physical storefront where customers can visit; instead, it operates entirely online and prepares meals in a centralized setting that is not open to the public. Some cloud kitchens are owned and maintained by well-known restaurant chains, but others are handled by entrepreneurs who specialize in a particular sort of food. Other cloud kitchens run many restaurant brands from a single kitchen to enhance productivity and cut expenses. Cloud kitchen is a source of financial freedom for many women who need assistance with taking their small businesses online to ensure higher profitability and wider business exposure.

2. Self-Help Groups (SHGs)



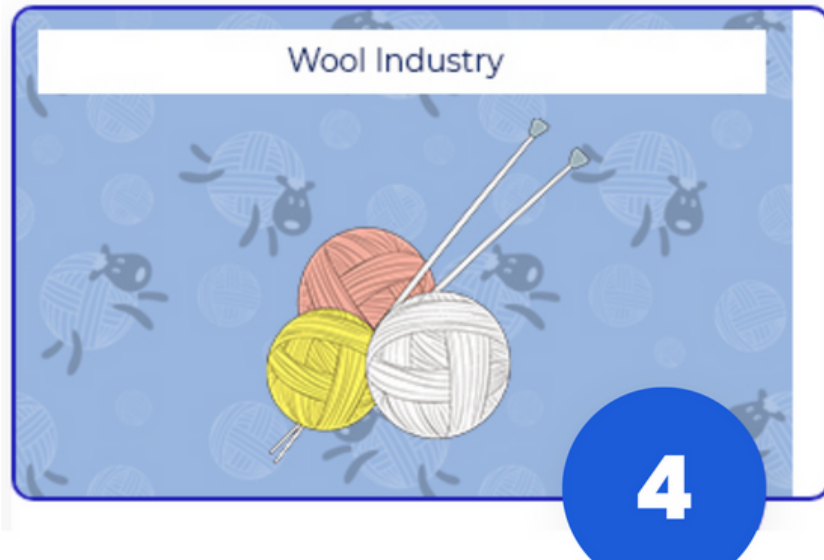
Background: SHGs are community-based groups founded to empower women and give financial assistance. Many SHGs are located in rural or remote areas with limited access to IT services. As a result, coordinating end-to-end logistics is difficult for these organizations. SHGs typically obtain raw materials from their suppliers on an individual basis. They buy raw materials in lesser amounts and are unable to obtain discounts or financing. Even if they want to buy raw materials in quantity, there is no mechanism in place to gather and store them. Because of a shortage of cash, a huge percentage of SHGs use low-quality raw materials and serve low-income customers. Owing to a lack of a competent distribution channel, the majority of SHGs choose fairs and exhibitions to market their products, resulting in sales below the cost of the product.

3. Fresh Agricultural Produce



Background: Farmers with low shelf life agricultural produce confront a number of obstacles, including the limited time available to sell their products before they decay. Farmers may suffer huge losses as a result, and consumers may have less access to fresh goods. Farmers can benefit from online storefronts to sell their products directly to consumers using a SaaS eCommerce program, eliminating the need for intermediaries or physical markets. This may save the time and cost of delivering their products while also increasing the freshness and quality of the products offered to consumers. Because there are insufficient cold chains, a lot of agricultural produce perishes in transit, causing farmers to lose a lot of money. The majority of the time, middlemen are engaged, which aggravates the situation.

4. Wool Industry



Background: Even though Rajasthan is India's top producer of wool, the majority of high-end wool manufacturing (pre-loom & post-loom) plants are situated in Punjab, Haryana, and Maharashtra. Despite being the largest wool producer, we are not fully utilizing the manufacturing and processing capabilities that could otherwise yield more revenues to our state and generate a large number of jobs. Presently, only the Bikaner district has the largest wool market. There is a technological vacuum that needs to be addressed in order to strengthen the wool sector through the connectivity of related businesses in the e-commerce sector.

Solutions

Mobile App: Digistall is a dedicated no-code website builder that lets everyone build and run their e-commerce website simply from a smartphone without any technical hassle. The app provides SHGs, rural artisans, retailers, businesses, etc. an online storefront through which everyone can promote their products and services to potential clients.

Create your e-commerce website in four easy steps:

1. Choose your digital identity (URL)

2. Fill in basic shop details

3. Add your first product

4. Set up payment

Welcome!



High Speed Performance

Swift website building, minimal wait time, and maximum productivity.

24*7 Online Support

24/7 tech assistance to help build your store and resolve all queries.

Easy User Interface

User-friendly, secure, and widely connected software solutions.

Inventory and Order Management: Digistall has inventory management capabilities that assist businesses in keeping track of their stock levels. The tool also assists in fulfilling orders efficiently by tracking shipments, generating bills, and providing customers with real-time updates.

Marketing Tools: Digistall provides marketing tools such as social network integration and other shop integration to assist businesses in reaching out to new customers.

Capacity Building: SHG capacity can be built by offering logistics management training and support. This can assist them to improve their logistical knowledge, skills, and understanding.

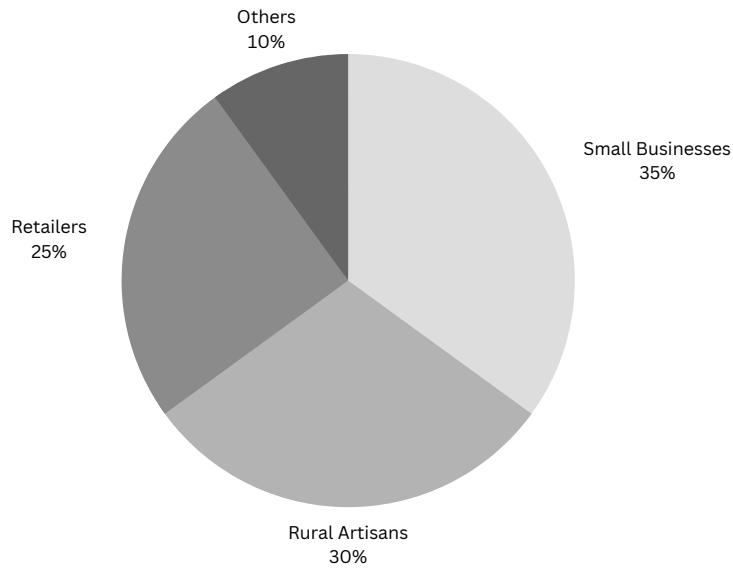
Collaboration: the app can give capabilities that improve SHG communication and collaboration. This can include chat and task management, all of which can help SHGs operate more efficiently and effectively together.

Technical Assistance: we provide assistance to help customers learn how to use the app and make the most of its features. This is especially beneficial for SHGs, rural artisans, etc. who may lack technological knowledge.

Direct-to-Consumer Sales: Digistall can create an online marketplace where farmers can sell their products directly to consumers, bypassing intermediaries. This can help to shorten the amount of time it takes to transport produce from the farm to the consumer which is significant for products with a limited shelf life.

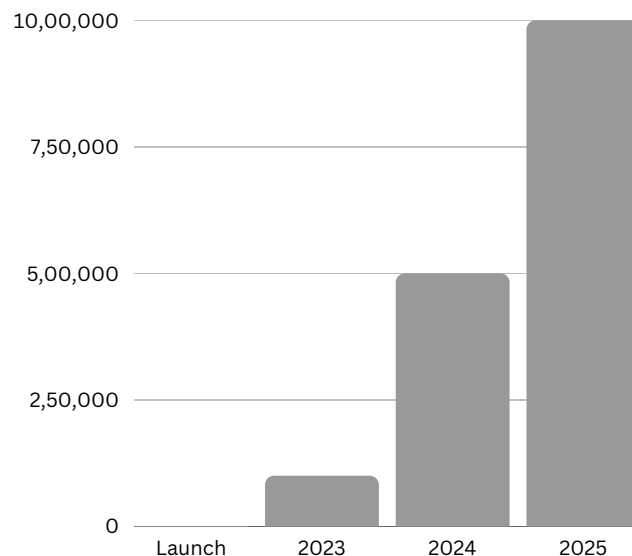
Target Market

Millions of artisans, small businesses, SHGs, and retailers are looking forward to developing their online businesses.



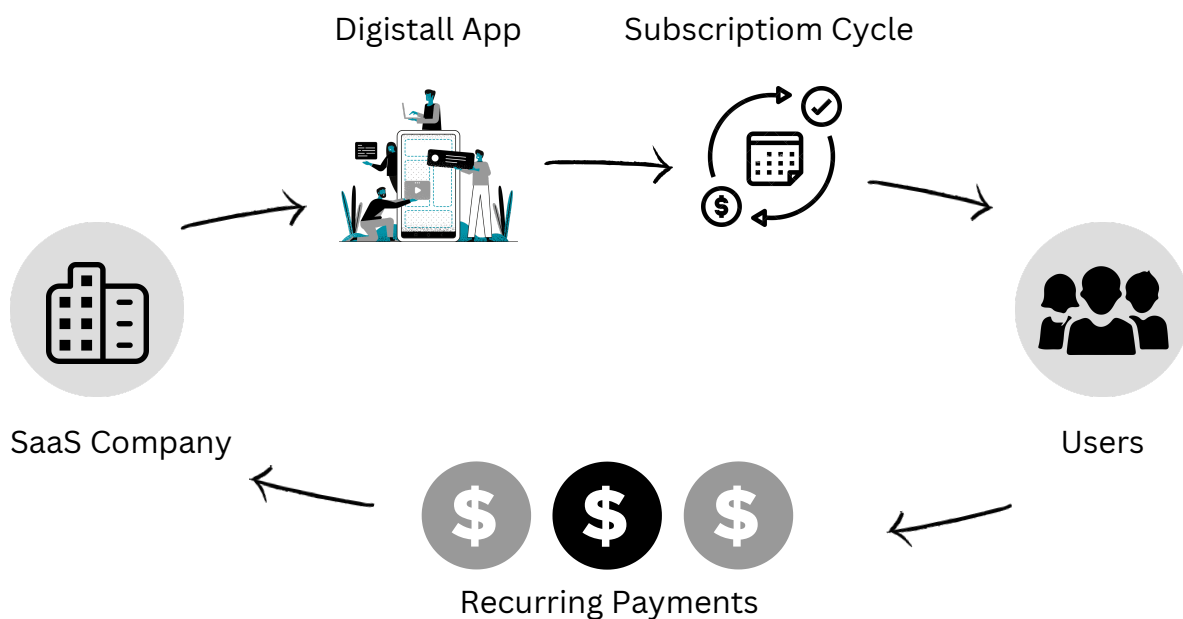
Traction

Our focus is on obtaining new subscribers.



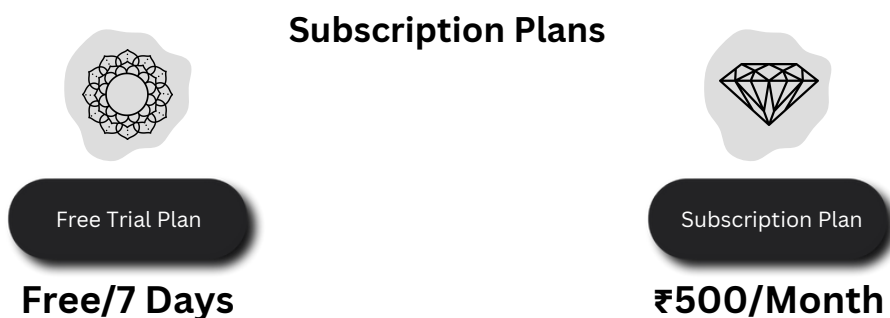
Business Model

We are a SaaS-based E-commerce platform that lets everyone build their web store from scratch.



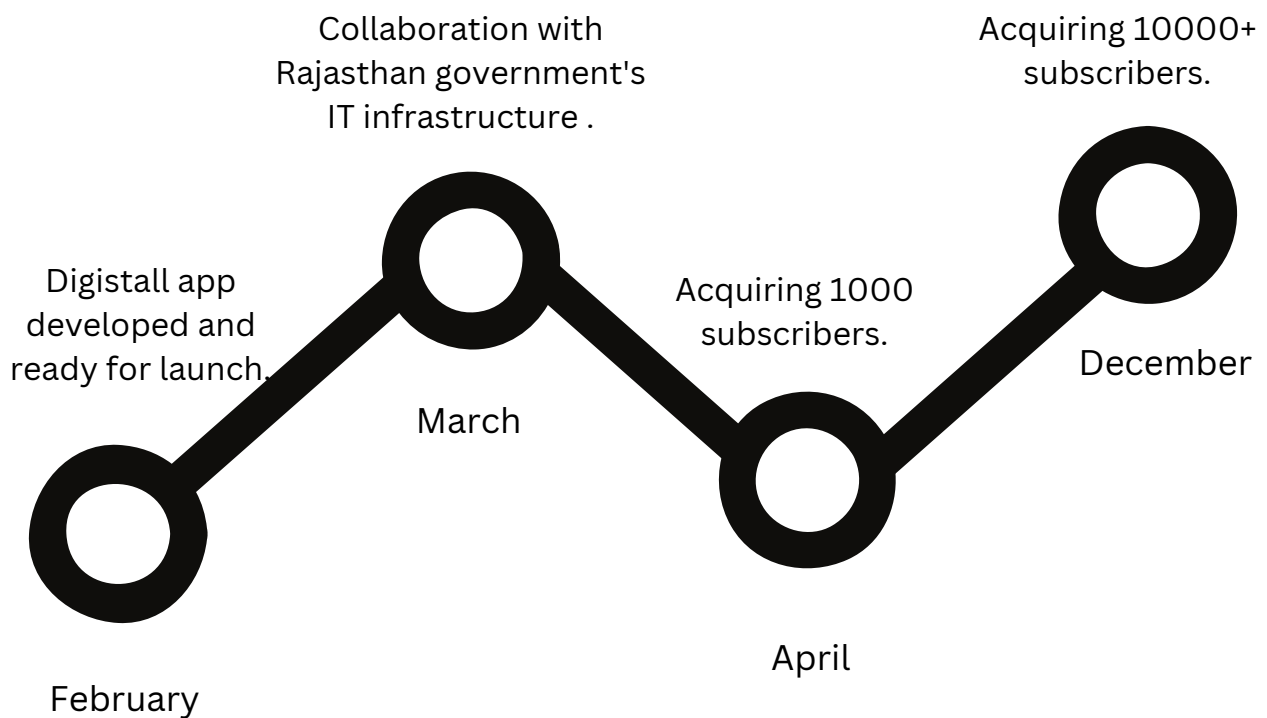
SaaS financial model incurs high costs in its early stages when the focus is on obtaining new customers.

It's crucial to monitor customer retention and offer cost-effective subscription plans.



Project Timeline

We are ready to launch the Digistall app and are focused on acquiring and retaining a robust user base.



Product marketing and promotion are the priorities.

Proposed Budget

Main Budget	Value
Team Cost	
App Patenting Cost	
Data Server Cost	
Marketing Cost	
Android App Development	
Web App Development	
Office Space	
Backup Budget	
Other	

Meet Our Team



Jitender Siyag
CEO & Founder



Prasad Agurur
Web Developer



Alisha Gurung
UX Designer



Apurva Jyoti Paul
DevOps Engineer



Faezeh Sadeghzadeh
UI/UX Designer



Vasi Karan
Android Developer



Deepak Gupta
MERN Stack Developer



Varisha Mazhar
Product Ops

Thank You

Let's work Together



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