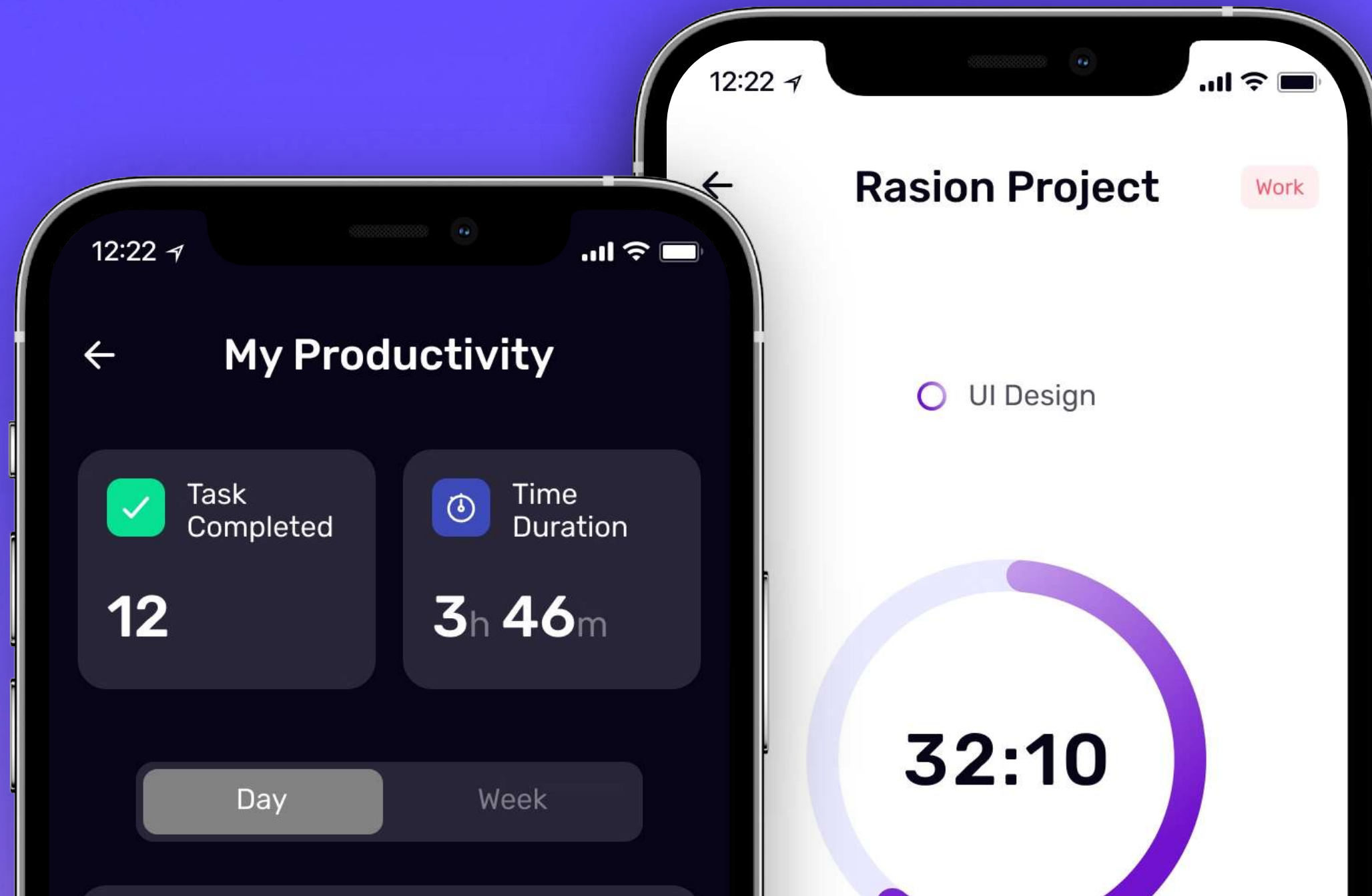
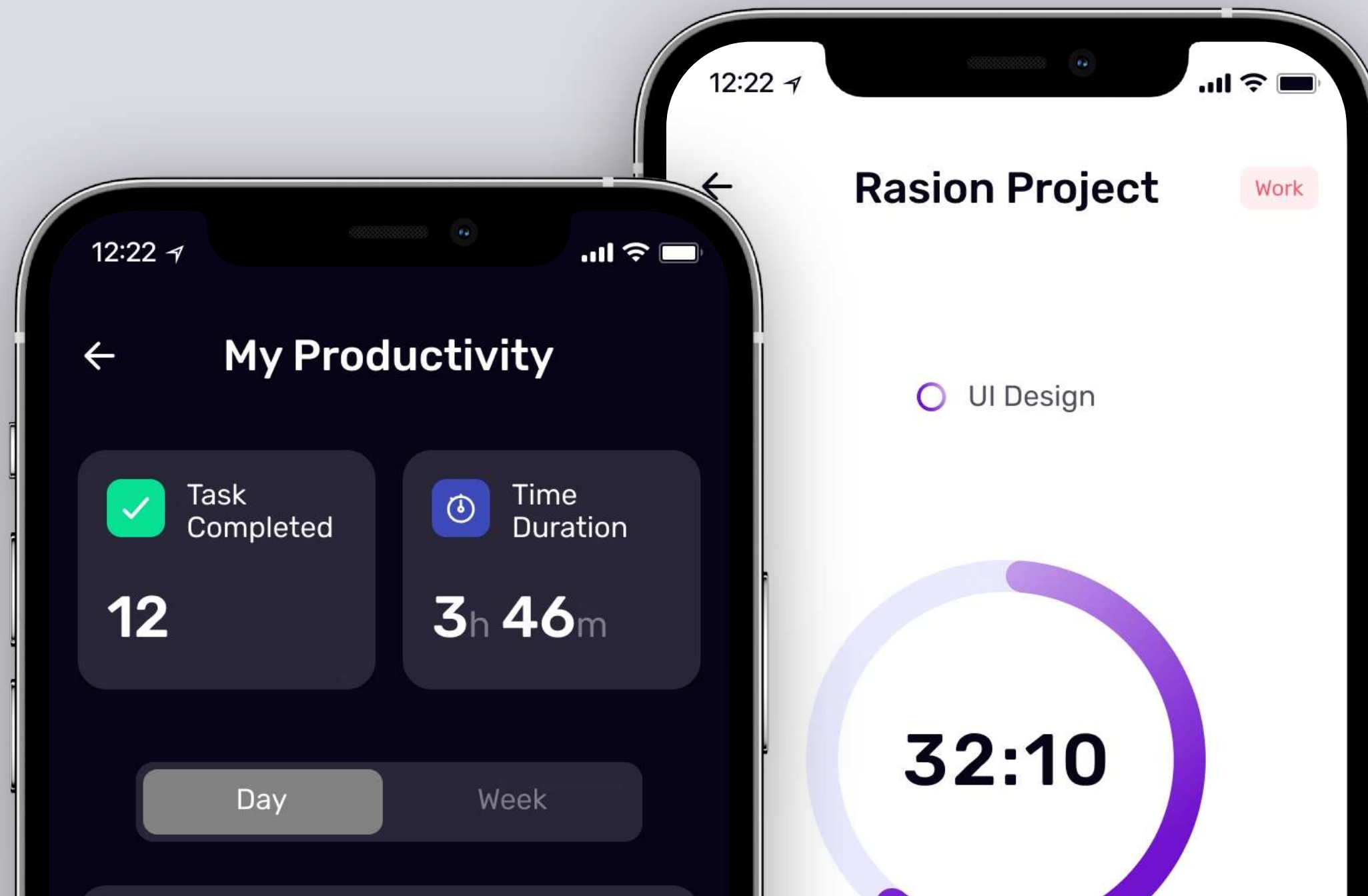


# SAARTHI AI PVT LTD



Saarthi Local

"Support Local, Shop Local, Saarthi Local"



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2. Market Analysis

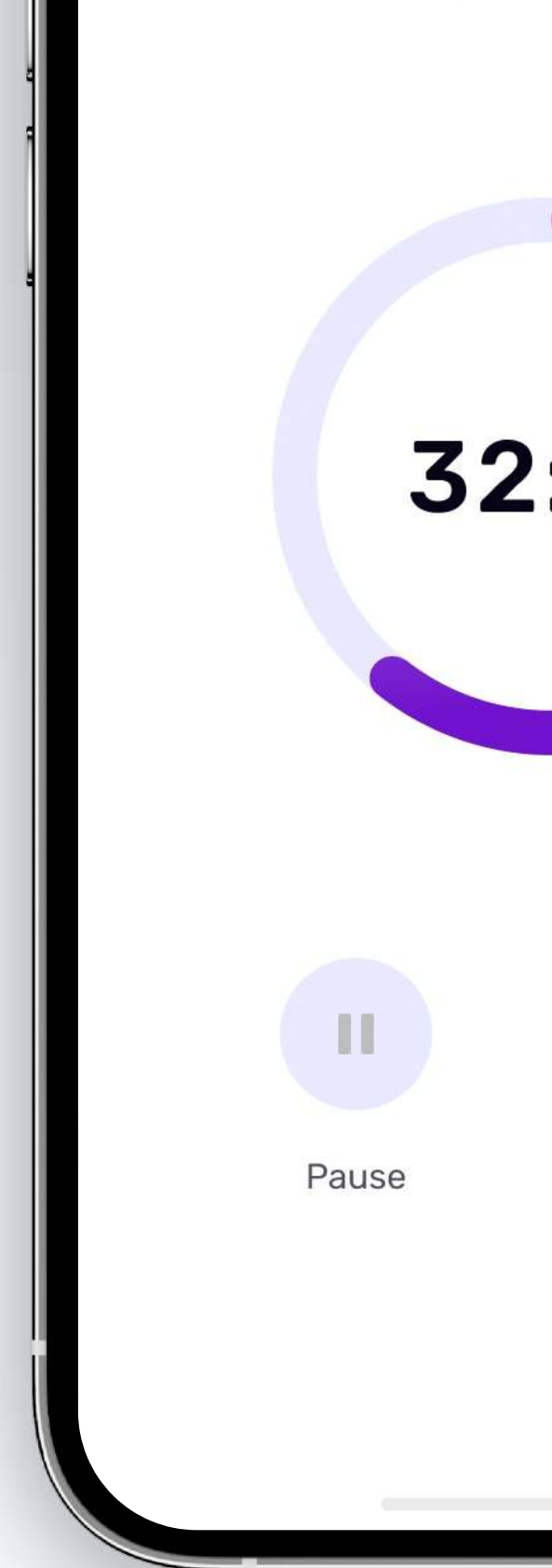
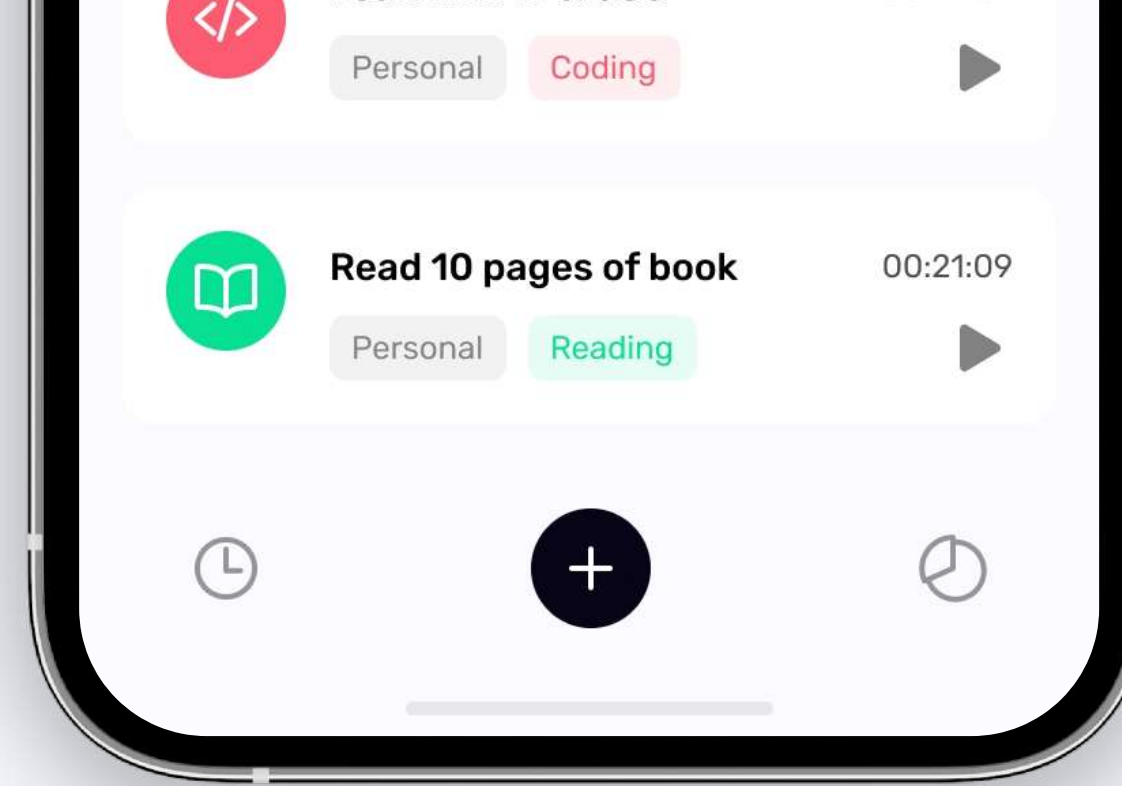


Put your **product** in the spotlight



Now support it with **evidence**





## Our mission —

"Enabling local businesses to thrive in the digital era, Saarthi Tech champions the 'local for local' ethos, connecting communities for sustainable growth and prosperity."

## The problem —

"Local businesses in India struggle to adapt to digital transformation, limiting their reach and engagement with customers. Meanwhile, consumers face challenges in discovering and supporting local businesses amidst the dominance of online retailers. Saarthi Tech aims to bridge this gap by empowering local businesses with digital tools and providing consumers with convenient access to local products and services."



## What?

- **Local businesses in India struggle with:**
  - Limited digital presence.
  - Inefficient delivery services.
  - Outdated point-of-sale systems.
  
- **Consumers face challenges like:**
  - Difficulty in discovering local businesses.
  - Lack of reliable delivery options.
  - Impersonal shopping experiences.

# MARKET ANALYSIS

24%

Indian MSMEs have an online presence

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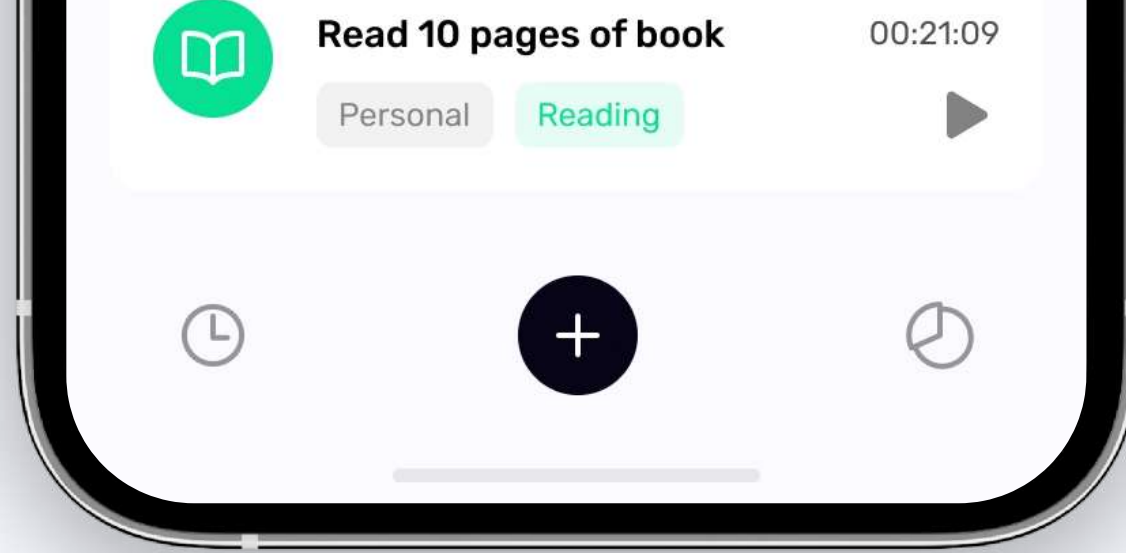
73%

prefer to buy locally-made products

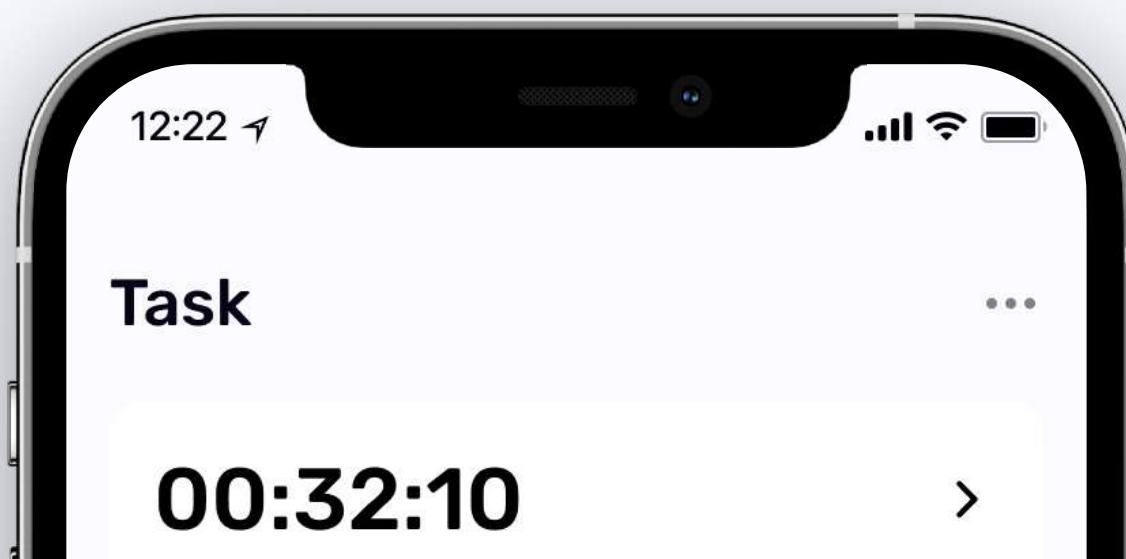
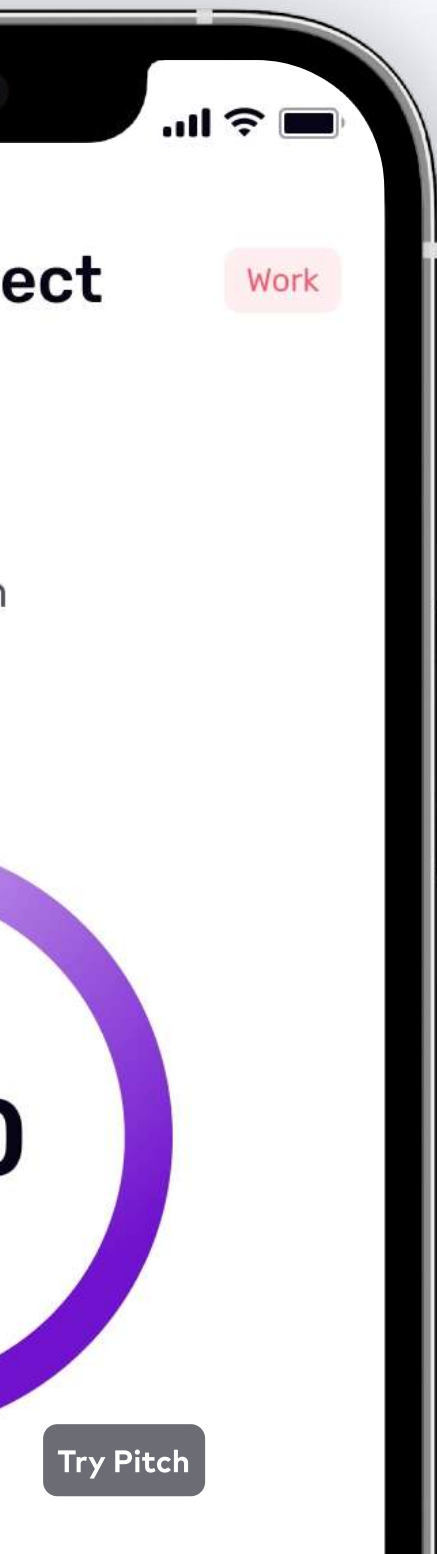
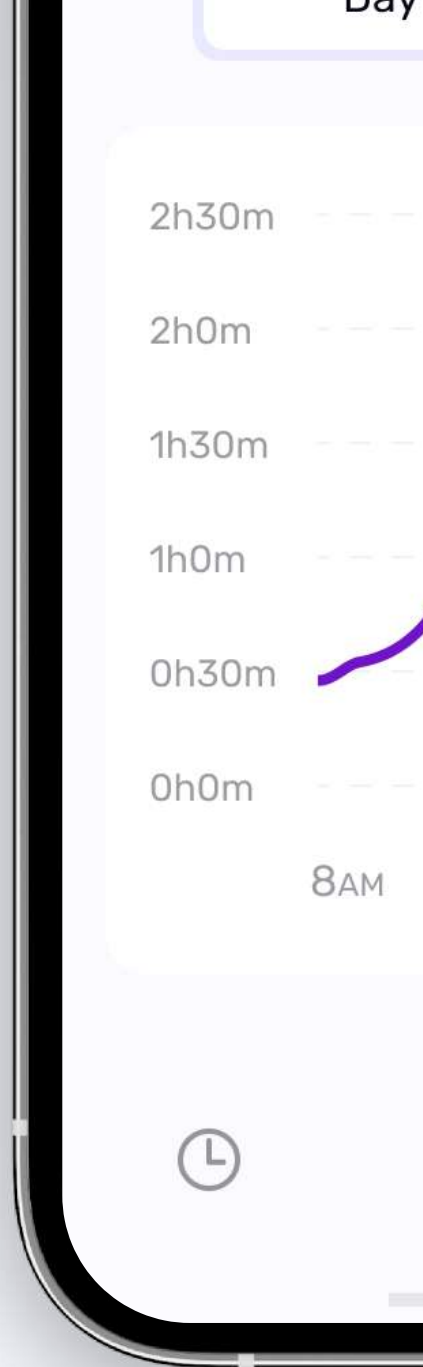
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65%

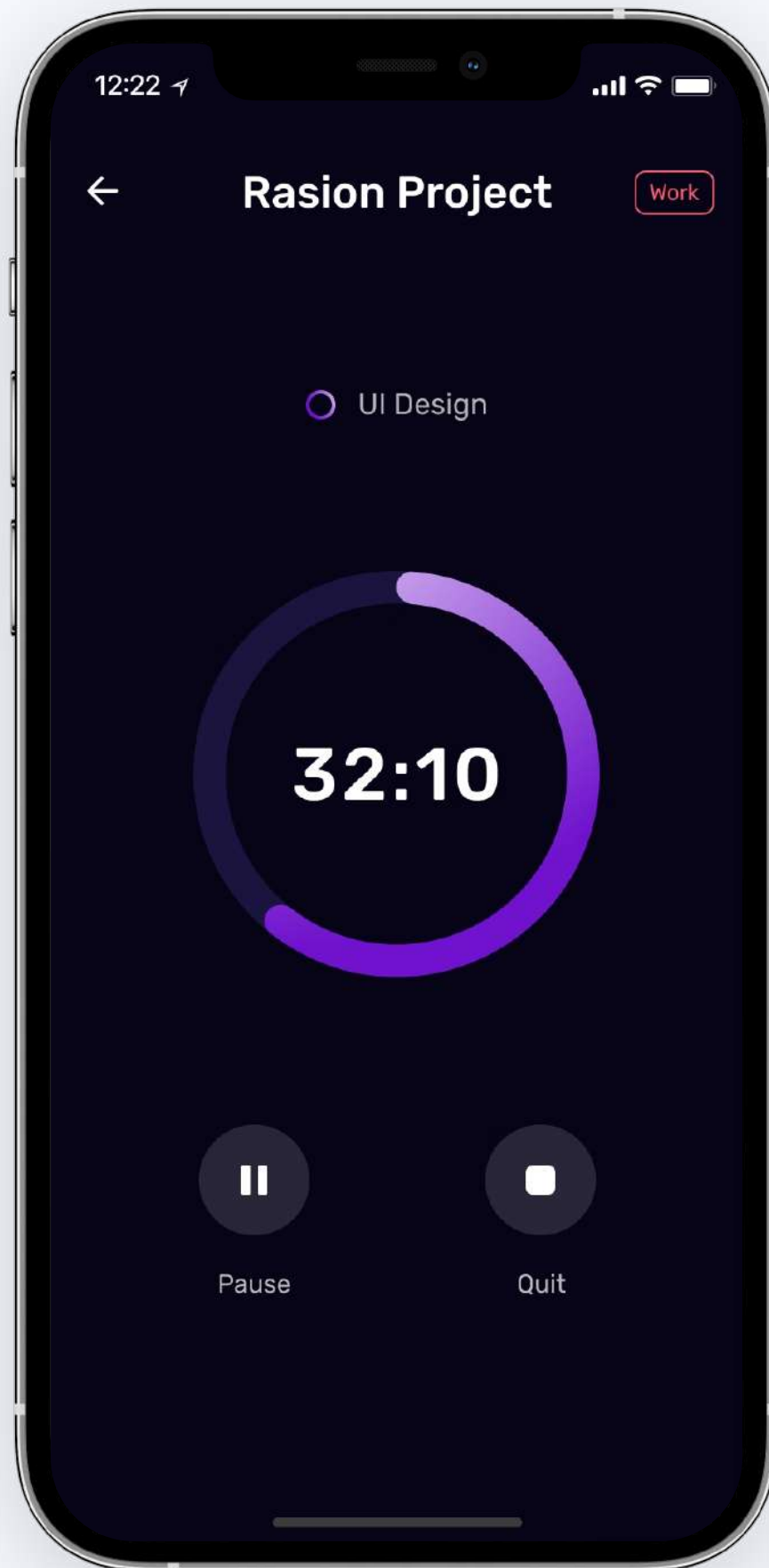
consumers desire personalized shopping experiences



Revolutionizing local commerce with a comprehensive digital ecosystem, empowering businesses, connecting communities, and enhancing access to local products and services."

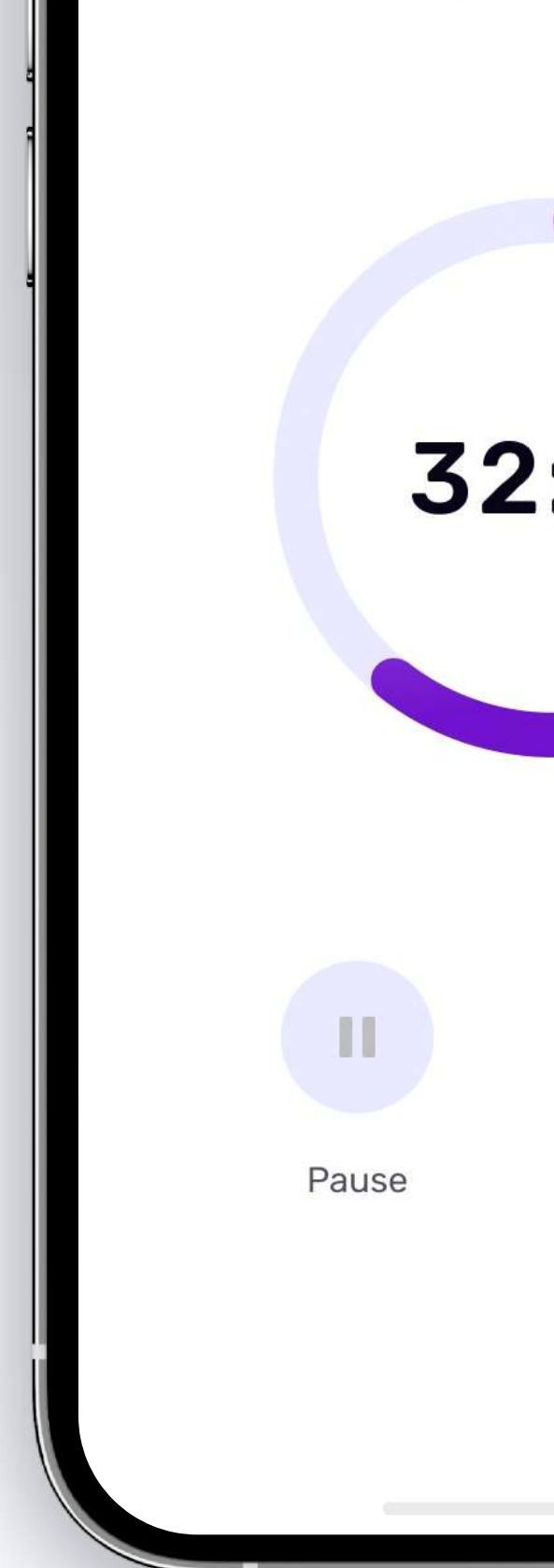
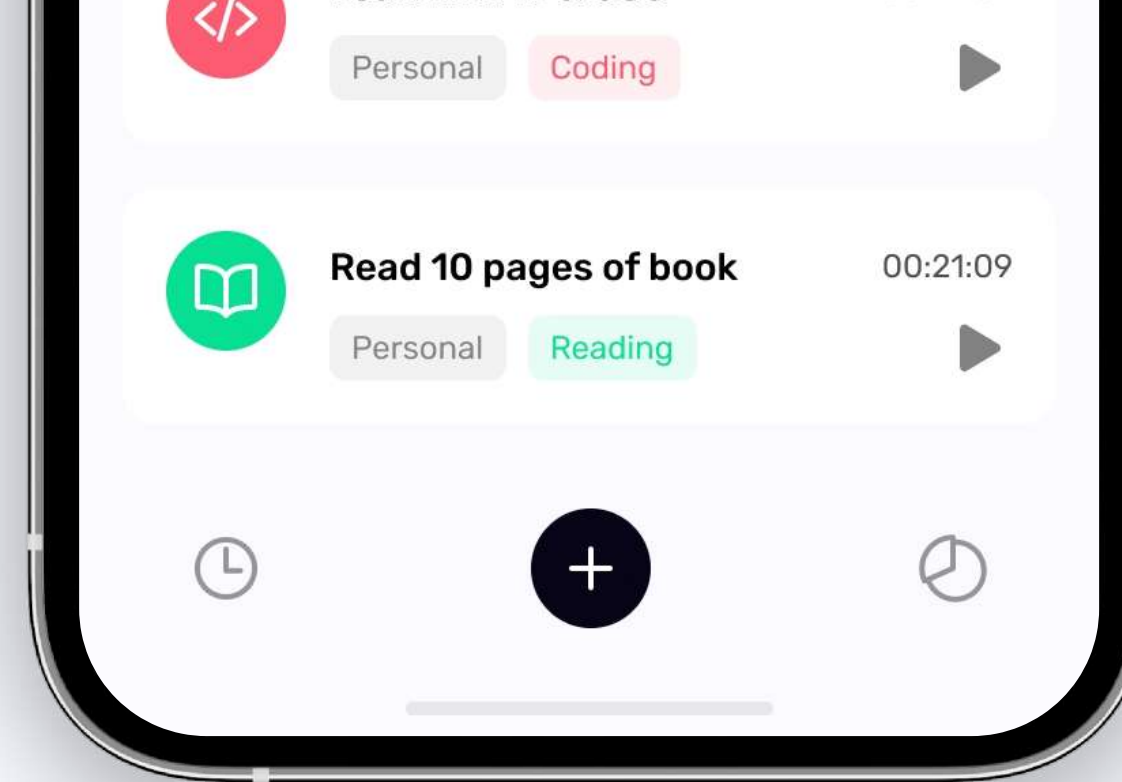






## Solution

- Empowering local businesses with digital tools for online presence and streamlined operations.
- Enhancing delivery services to improve access to local products and services.
- Connecting communities and fostering sustainable growth in the local economy.
- Bridging the gap between businesses and consumers for convenience and efficiency.
- Revolutionizing local commerce through comprehensive solutions and community engagement.



The solution —

"Saarthi Tech offers an all-in-one digital platform empowering local businesses and communities to thrive in the digital economy."

# MARKET SIZE

50M

Total  
Addressable Market

5M

Serviceable  
Addressable Market

1.5M

Serviceable  
Obtainable Market

# Business model

CUSTOMER PLUS
Digital storefront
Listing in local directory
Basic inventory management
Up to 10 local deliveries per month

INR 499/Month

CUSTOMER PRO
5 team accounts
Priority listing in local directory
Phone and email support
Up to 25 local deliveries per month

INR 799/Month

CUSTOMER PRO +
100 team accounts
Customized marketing campaigns
POS Machine with installation
<ul style="list-style-type: none"><li>Unlimited local deliveries per month.</li></ul>

INR 1299/Month

# Competitors



**DIRECT**



**VYAPAR**



**KHATABOOK**



**Competitor name**



**SHOPIFY**

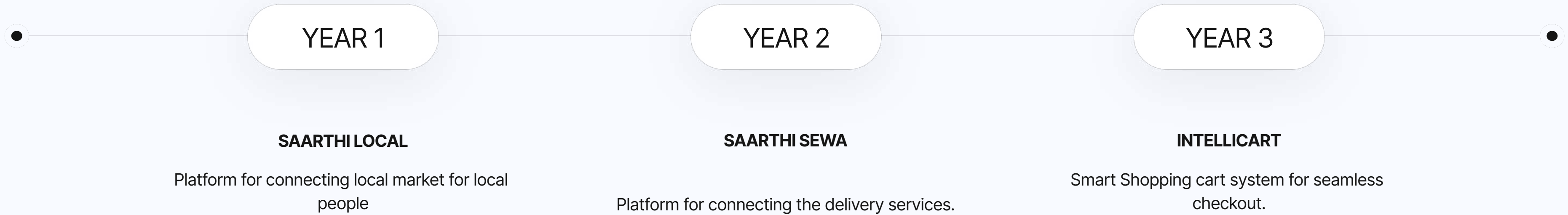


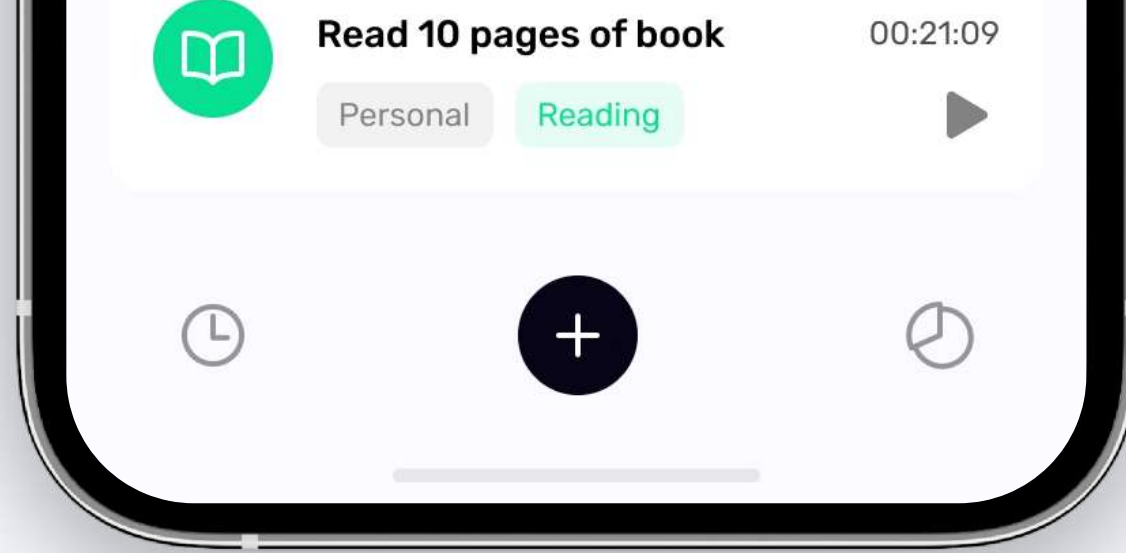
**DUKAAN**

# Competitive landscape



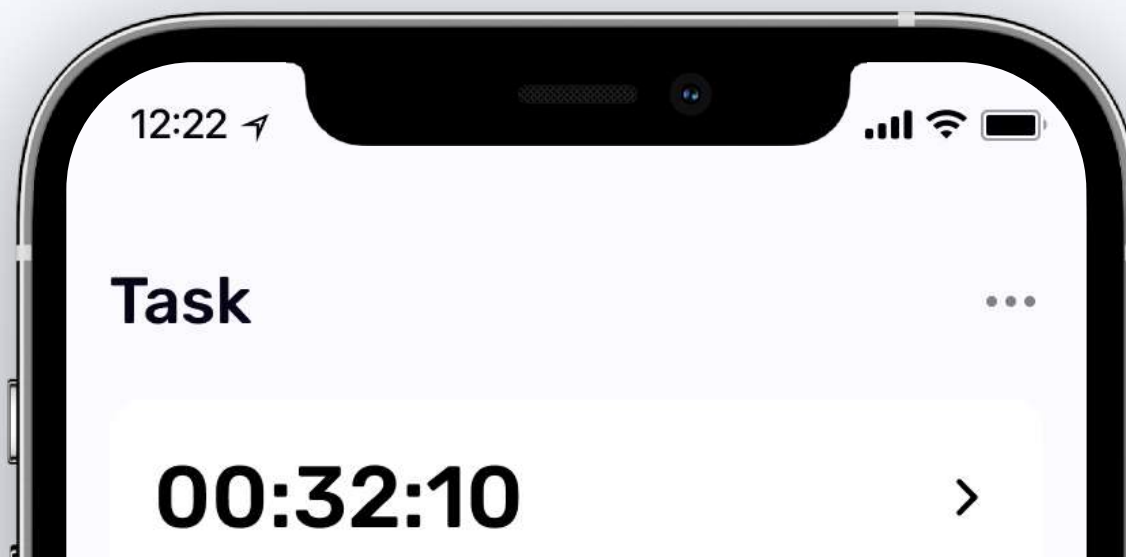
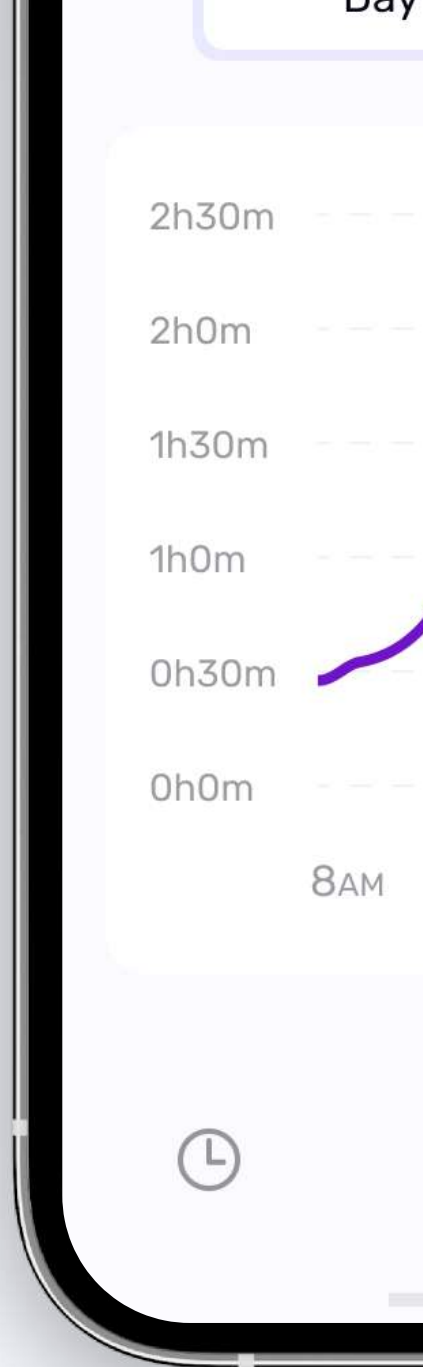
# Go-to-market strategy





**“I’m not sure how I lived life before the  
existence of this product.”**

– TechBrunch





# Product features

Digital storefront creation and customization.



Inventory management with real-time updates.



Seamless integration with POS systems.



On-demand delivery services available.



Sustainable product promotion options.



Intuitive user interface for ease of use.



# Our product

## Digital Storefront:

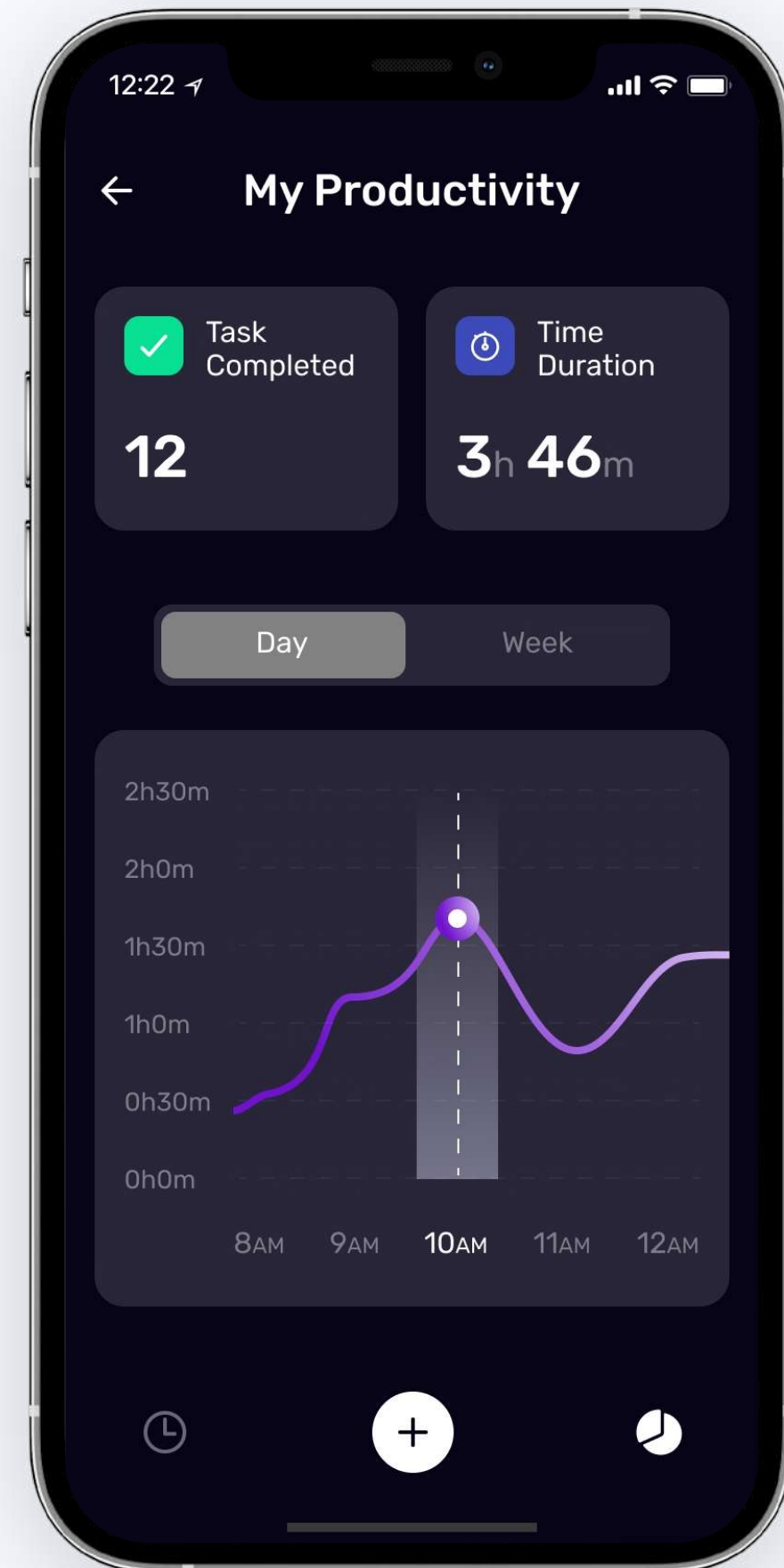
- Create and customize your online store.
- Manage inventory and update in real-time.
- Integrate with POS systems seamlessly.

## Feature #2

Explain what it does in a sentence or two. Why is it unique? How will it help solve the problem?

## Feature #3

Explain what it does in a sentence or two. Why is it unique? How will it help solve the problem?



# Our product

## Feature #1

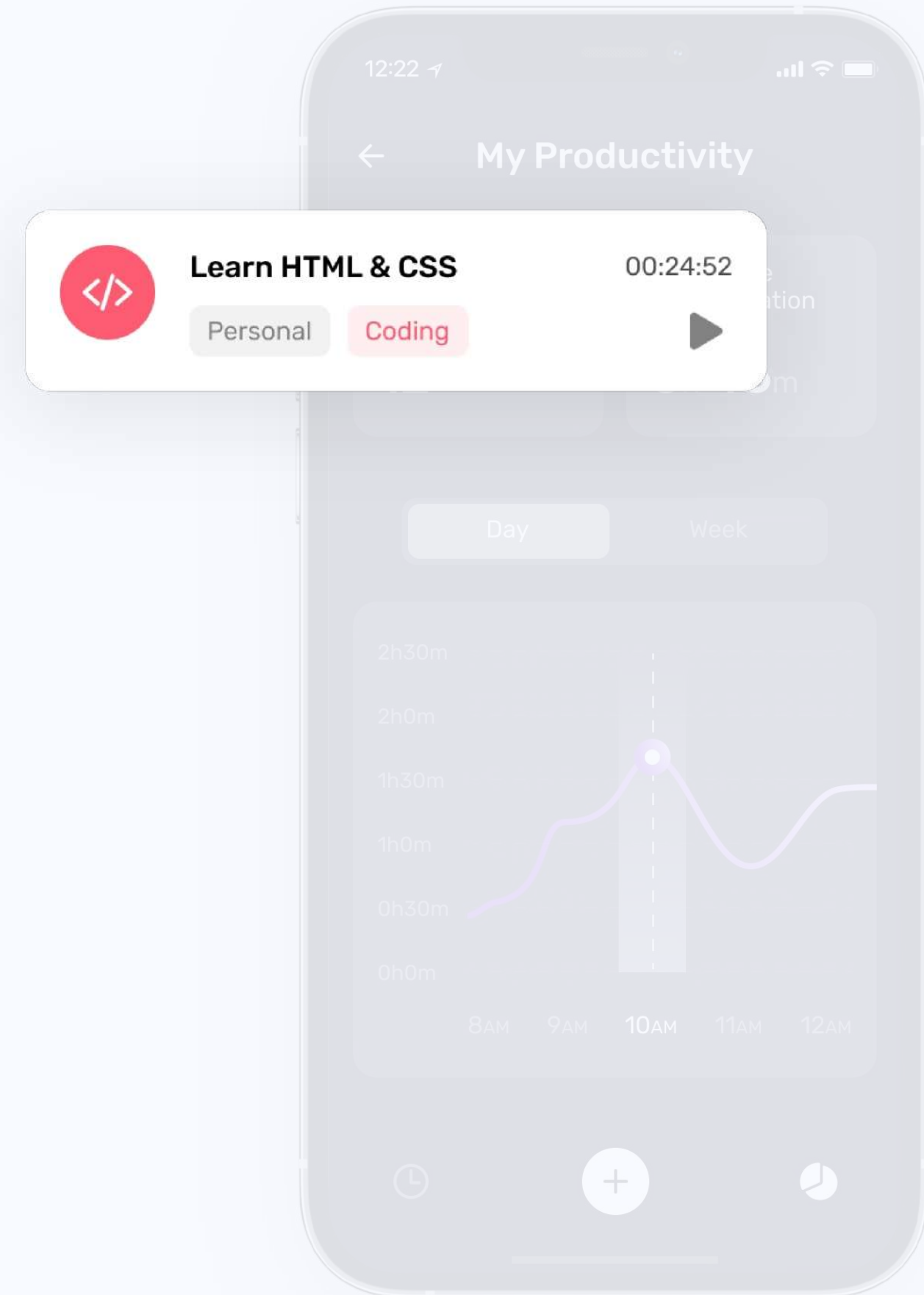
Explain what it does in a sentence or two. Why is it unique? How will it help solve the problem?

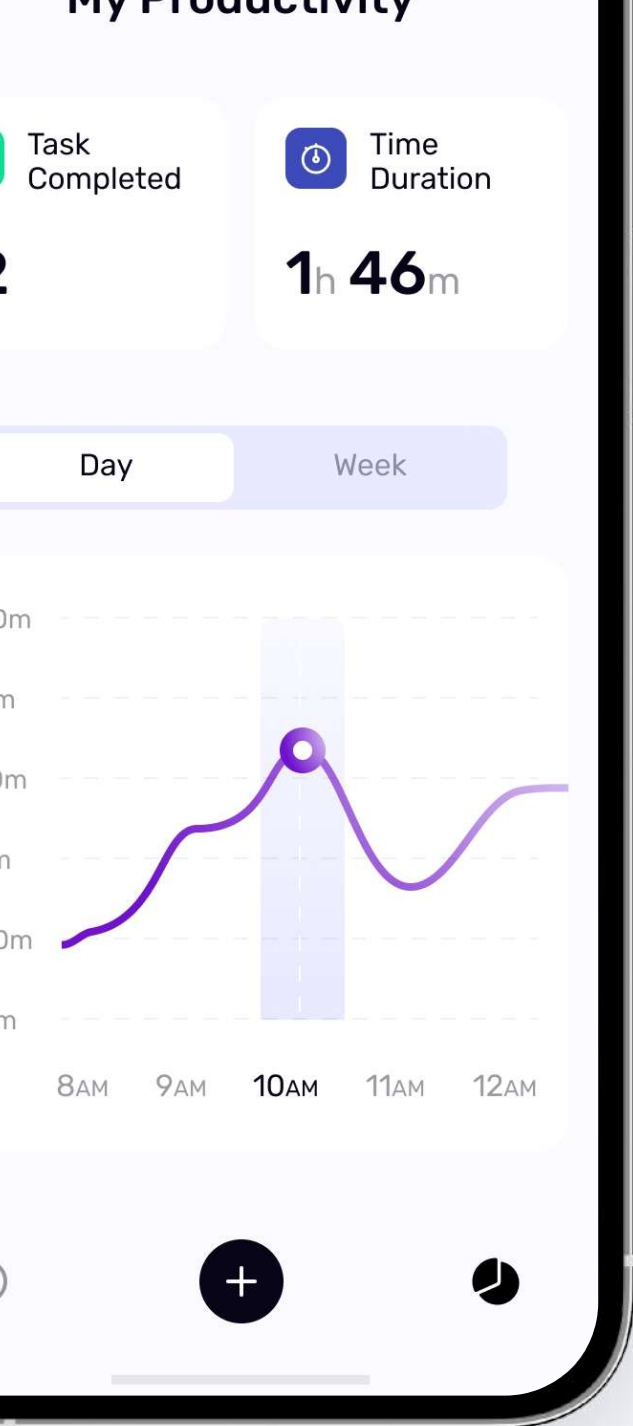
## On-Demand Delivery:

- Offer flexible delivery options to customers.
- Ensure timely fulfillment of orders.
- Optimize delivery routes for efficiency.

## Feature #3

Explain what it does in a sentence or two. Why is it unique? How will it help solve the problem?





12:22

## Task

**00:32:10**

Rasion Project

### Today

See All

- UI Design** 00:42:21  
Work Rasion Project
- 100x Sit-Up** 00:14:06  
Personal Workout
- Learn HTML & CSS** 00:24:52  
Personal Coding
- Read 10 pages of book** 00:21:09  
Personal Reading

🕒 + 📊

12:22

## Rasion Project

Work

UI Design

**32:10**

⏸️ ⏹️

Pause Quit

12:22

## Task

**00:32:10**

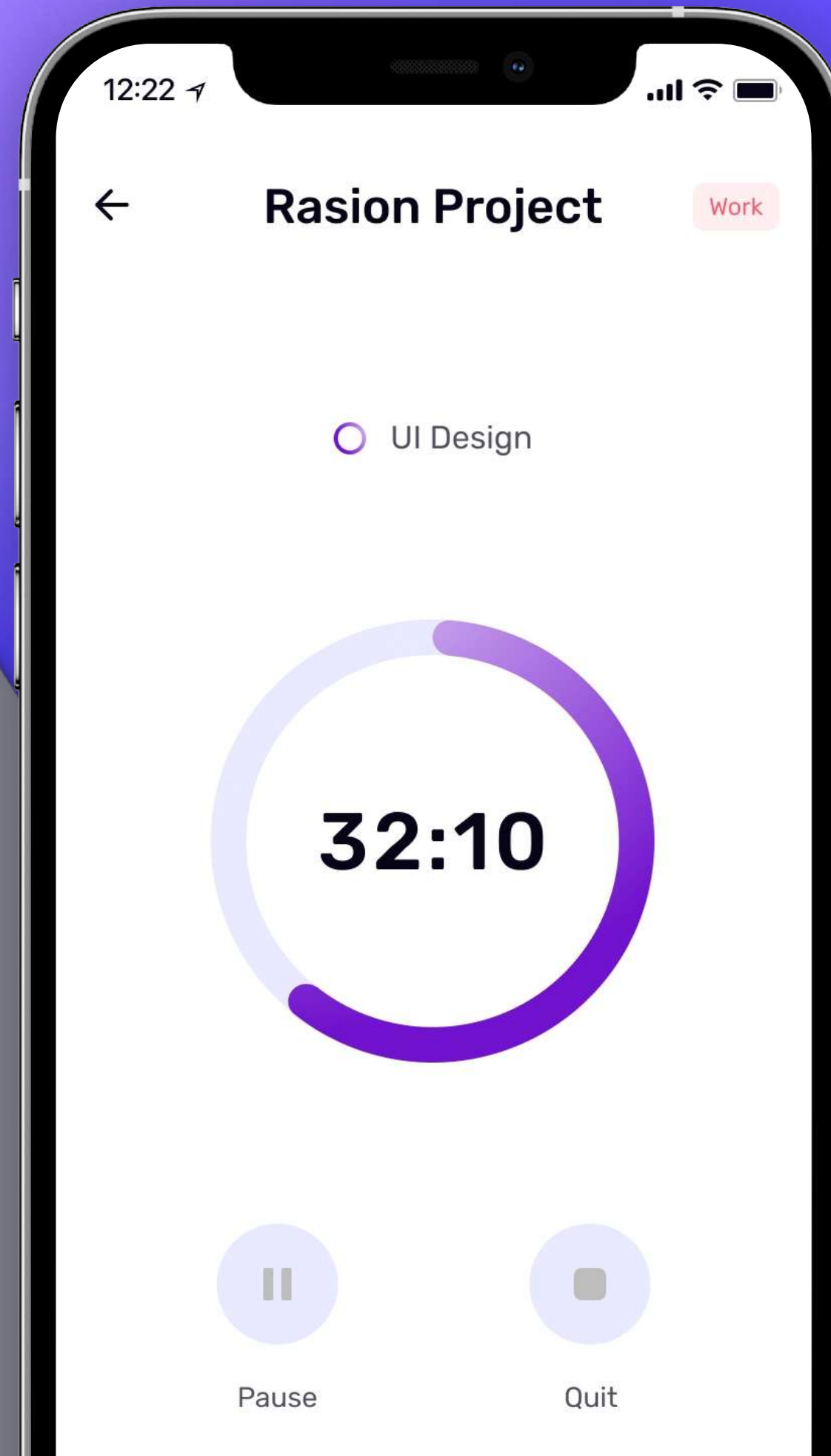
Rasion Project

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# Thank You

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