

WEB3&AI FACTORY

We help founders to validate their **web3 ideas** through the technological and full development of **minimum viable products (MVP)**.



Our Team



Arturo Grande

Design | Marketing | Business

- Professional in **marketing and product design** with more than 50 clients distributed in LATAM and Spain.
- **UX specialist and Blockchain researcher** focused on regenerative crypto-economy.
- **Singularity University** Alumni.



Francesco Gentile

Full-Stack & Smart Contact Developer

- Focused on solving real problems through **programming**.
- Passionate about **data and the impact of Web3 and AI**.
- Solid knowledge in **Python, JavaScript, smart-contract development, data analysis, devOps and OpenAI API**.

Our Mission

We want to build the future of the internet. We develop innovative solutions that work as **sustainable businesses and generate positive impact** using a holistic approach to technology.



DesCi



Network
States



ReFi



AI



Future of
Education



Prop-tech



Metaverse

AI

MVP Builder

Automated consultancy for **Startup Founders** who are seeking to incorporate **AI or Blockchain** technology into their business.

AI

MVP Builder

Value Proposition:

The value proposition of our MVP Builder tool is to provide **automated consultancy to startup founders** who are seeking to incorporate AI or Blockchain technology into their business.

Also provides:

- a software development budget
- a marketing launch plan
- a financial plan for obtaining funding once the startup begins generating revenue
- an ideal HR plan to maintain the startup's operations
- a plan for creating and managing a community
- an ideal founder's agenda to stay focused on key priorities
- a viability plan
- an assessment of the startup's potential impact and viability.
- and a list of resources such as books, conferences, and authors that founders can utilize to increase their chances of success.

Business model:

The application will be offered **for free**, but it will collect response data to be used as the **first stage of the sales funnel** for our web3 and AI software factory.

This will enable us to prospect **qualified leads and create an automated sales** channel where our clients arrive at their first free consultation with enough information about the development they can carry out with our software factory and an estimated cost to facilitate our sales process.

We are going to make money through the sale of software development to qualified customers **at a high sales ticket**.

We can also offer our MVP Builder as a Service for B2B brands.

AI

MVP Builder

How we have built our AI prototype?

We started with some UI mockups in Figma to get a feel of how the UI would look like while we did some initial work on prompt engineering.

Once the bases for the design were done and we had tested the concept in the OpenAI playground we started development of the web app for the demo.

After getting the UI done with React and Tailwind we set up a database in GCP for storing queries and login data, used NextAuth to add login with google (to avoid exposing gpt-3 to unauthenticated users) and built the API to mediate with OpenAI using tRPC . Finally we deployed to Vercel and assigned it a domain.

After that we kept iterating the prompts and the **Results** screen for the remaining time in the hackathon.

The Stack

These are the tools, libraries and frameworks we used:

- Typescript
- React and Next.js
- Prisma and PostgreSQL
- NextAuth and Google OAuth2
- tRPC.io
- Vercel
- Google Cloud Platform
- OpenAI Typescript Library
- Tailwind CSS
- React Form Hook and Zod

Challenges

- Prompt engineering for best results
- Getting around Vercel's timeout limitations. OpenAI API took too long and we had to find ways to split the load across several requests so no request was over 10s.

Our Sales Process



Instagram and
LinkedIn Ads



AI MVP Builder



Free consultancy
with our team



Closed deal

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Stay in Touch

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Building the internet we deserve.
Build your MVP with us.