WordForge

AI Tools to help in the creation of text content for e-commerce shops

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What do we offer?

The concept :

❖ Goal : develop AI Tools to help in the **creation of text content for e-commerce shops**

❖ Idea : a text generator specialized in **product descriptions** and website texts.

➢ User gives a few **inputs** in a fast, **simple** and interactive way

➢ LangChain creates the prompts and ChatGPT the desired text

Advantages for users :

❖ Generate very accurate texts, **perfectly tailored to your brand**, communication strategy and tone

❖ Coherent and **consistent communication** throughout the website

❖ Leverage the full potential of the web shop and **translate** it into another language

WORD FORGE

WordForge is a AI application tool to help your to create your content for your product pages in your ecommerce.

WordForge is requesting the information below in order to generate the most accurate content possible for you. All of the information is optional and helps improve the accuracy of the generated output.

Content

In this input, you will give some information about the structure and the tone of communication for the text.

Which language do you want to use

🔘 English
⚪ French
⚪ German
⚪ Italian

On a scale of 1 to 4, what size description do you want?

Market Analysis : e-commerce websites

The context of the e-commerce industry :

1 10% expected **growth** in 2023 [1]

2 $6300 **billion** expected sales [1]

3 Aiming for new markets in **different regions** is a major growth strategy [1]

The Growth in Retail Ecommerce Sales Worldwide 2021-2026
in trillions (Source: Insider Intelligence)

$5.211 $5.717 $6.310 $6.913 $7.528 $8.148

Oct 20 Jan 21 Apr Jul Oct 22 Jan Apr Jul Oct Jan 23 Apr Jul Oct 24 Jan Apr Jul Oct Jan 25 Apr Jul Oct 26 Jan Apr

Source: Forbes Advisor • Embed

Forbes ADVISOR

The global e-commerce market is expected to total $6.3 trillion in 2023

One of the greatest benefits of e-commerce is that you can sell your products and services to anyone, from anywhere. As long as a customer has access to your website, they can purchase from it, even if they're on the other side of the world. If you currently have a local or national presence, this strategy can give your brand the global presence it needs to enjoy unmatched growth.[1]

[1] E-Commerce Statistics Of 2023, Anna Baluch, Forbes Advisor

Target a niche market : small e-commerce businesses in Switzerland (CH)

Some information about the industry :

1 Over the past six years, online shopping has **doubled** in CH[1]

2 **62%** of e-commerce have less than 4 employees (FTE)[2]

3 **70%** have a turnover under CHF 500'000.-[2]

4 Four national languages: need of **translation** for scaling websites

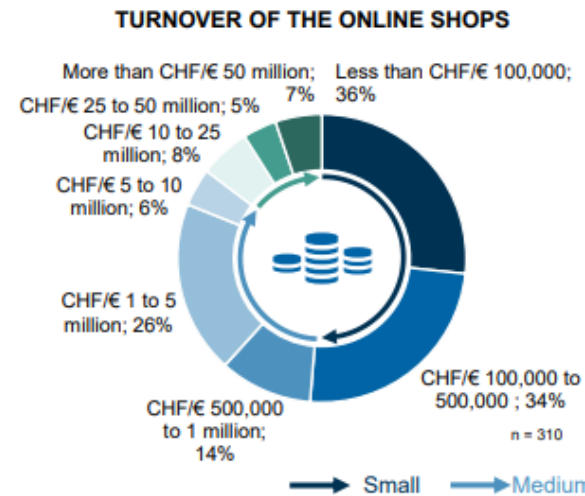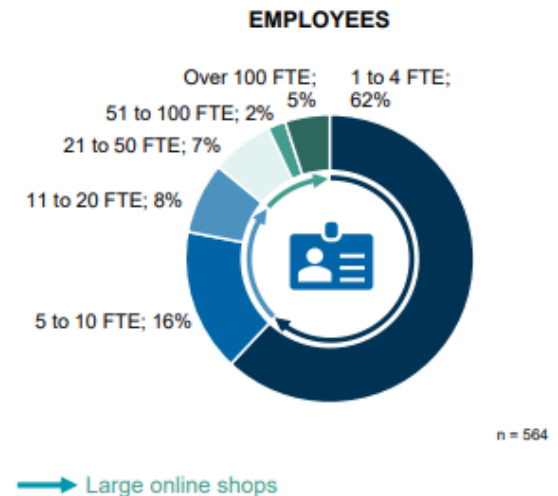Figure 5: How big was the turnover of your online shop in 2021?

Figure 6: How many employees (in FTE) work for your online shop (including marketing, logistics, IT)?

TURNOVER OF THE ONLINE SHOPS

More than CHF/€ 50 million; 7%
Less than CHF/€ 100,000; 36%
CHF/€ 25 to 50 million; 5%
CHF/€ 10 to 25 million; 8%
CHF/€ 5 to 10 million; 6%
CHF/€ 1 to 5 million; 26%
CHF/€ 500,000 to 1 million; 14%
CHF/€ 100,000 to 500,000 ; 34%
n = 310

EMPLOYEES

Over 100 FTE; 5%
1 to 4 FTE; 62%
51 to 100 FTE; 2%
21 to 50 FTE; 7%
11 to 20 FTE; 8%
5 to 10 FTE; 16%
n = 564

→ Small → Medium → Large online shops

More than half of the online shops are small, with fewer than four employees and a turnover of one million Swiss francs/euros.
One out of six are medium-sized and large shops with more than 21 employees and a turnover of 10 million francs/euros.

[1] Online Retailer Survey 2021, p.10, Zumstein, Oswald & Brauer, ZHAW School of Management & Law.
[2] Online Retailer Survey 2022, p. 13, Zumstein, Oswald & Brauer, ZHAW School of Management & Law.

Target a niche market : small e-commerce businesses in Switzerland (CH)

Most important success factors of online retailers :

→ 3rd | 48% : **Brand awareness**

→ 6th | 43% : **Product range**

→ 8th | 37% : **Product depth**

→ 10th | 29% : **Online marketing**

SUCCESS FACTORS (USP) OF ONLINE RETAILERS

Factor	%
Quality of products / services	74%
Exclusivity of the products / product range	52%
Brand (brand awareness, brand strength)	48%
High customer orientation (customer proximity)	46%
High product availability	44%
Breadth of offerings / product range	43%
Price	38%
Depth of offerings / product range (niche strategy)	37%
Usability (UX) of the online shop	34%
Good online marketing (e.g., social media marketing)	29%
Sustainability (products / company)	28%
Locality (regional products / services)	23%
Unique content (content marketing)	23%
Delivery / return conditions	19%
Omnichannel services (e.g., click & collect)	16%
Fast delivery time (e.g., same/next day delivery)	10%
Data-based services (e.g., personalized offers, prices)	8%

n = 581

Source: Online Retailer Survey 2022, p. 21, Zumstein, Oswald & Brauer, ZHAW School of Management & Law.

The Team

Two young Swiss entrepreneurs and decade-long friends

From Sierre: the linguistic border town between French and German in the Swiss Alps

- Benji :

  - Startup co-founder and owner of an e-commerce since 2017

  - Freelance Productivity Counselor : Implementing of IT tools and frameworks in businesses

  - AI passionate noob

- Loïc :

  - Developper

  - Specialist in IT pedagogy

  - Hackathon veteran

The Future of WordForge

1 Keep improving the design, user-friendliness and level of accuracy of the input requests and prompts

→ Create real beta product

2 Integration with CMS like WooCommerce or Shopify

→ Raise output value

3 Integration of a SEO keyword tool, that would automatically check the keywords in your strategy and create the texts accordingly.

→ Diversify use cases

4 Apply the same business model to other niche markets for solving text problems in a specific industry

→ Develop new markets