



TheGoldenAge
Prosus Track

“RAISE YOUR HACK” Hackathon

Team Members

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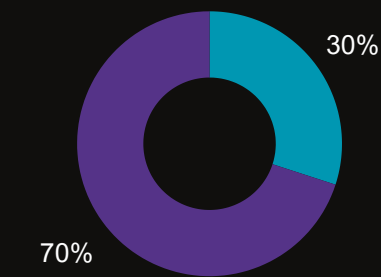
THE PROBLEM & UNLOCKED OPPORTUNITES



Primary Consumer

Description

Luxury consumers are willing to buy pre-owned luxury goods if they are authenticated, indicating a significant market opportunity for authenticated luxury resale.



Impact

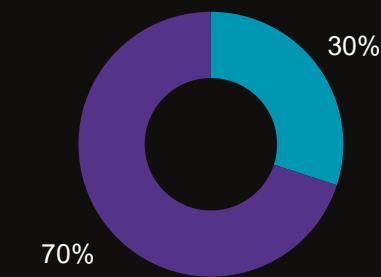
By offering authenticated pre-owned luxury goods, Adogent can tap into a market where 70% of consumers are open to buying second-hand items.



Investors & Insurance Companies

Description

The luxury resale market is growing at a robust 9.9% CAGR, making it an attractive investment opportunity for those looking to diversify their portfolios.



Impact

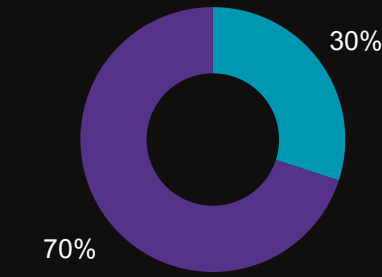
Adogent can attract investment-minded individuals by providing a platform that leverages this growth trend, offering both buyers and sellers a valuable service.



Consignment Stores

Description

The consignment market is growing rapidly, with a projected CAGR of 10.5%, indicating a need for scalable and efficient consignment services.



Impact

Adogent can partner with consignment stores to provide advanced authentication and market intelligence, enhancing their service offerings and increasing market share.

PRIMARY RESEARCH

Sample Size

2 Focused group discussions

11 Personal Interviews

81 Survey respondents

83%

of 45+ people don't feel confident

74%

respondents consult friends while shopping

I do not feel confident enough to shop online by myself.

Ana, 50, Paris

SECONDARY RESEARCH

Covid Impact on willingness to shop online

Tier	Pre-Pandemic	Post Pandemic
Tier II	29%	56%
Tier III	36%	63%

66%

Total online consumer demand coming from T2+ cities

88%

Online shoppers between 2020-2030 may come from T2+ cities

COMPETITION BENCHMARKING –Global & Domestic

Penetration strategy	Gamification	Social Commerce	Group buying
	Quiz competitions	Glow Road Acquisition	NIL
	1. Buyer-seller live chat 2. Upvote based rewards	NIL	NIL
	1. Sweepstakes 2. Time-bound offers 3. Rewarding games	Sellers livestream and Real-time buying	Group Discounts
	NIL	NIL	NIL
	Engagement based rewards	Reselling unbranded products	Deal sharing incentivized

Target Groups



Goals



Challenges



Shopping Habits



ANA, 50, Teacher, Paris

✓ To stay connected to her family members

✓ Grow professionally in her teaching career

• Geographic distance from sons

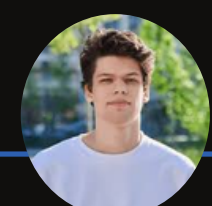
• Lack of trust in COD ordering by herself

• Unsure about quality of products online

Window shopping only

Active social media user

Aware of options but does not transact online



JAMES, 20, Student, New York

✓ To be updated with latest fashion trends

✓ To have an influential peer group


✓ To land a good job after graduation

• Requires validation from friends and family when making clothing purchases.

• Becomes confused by the overwhelming number of options available online.

Shares link with friends before making purchases

Likes to share achievements and life updates online



Prakash, 42, Security Guard, India

• Wants best facilities for his children

• Support Family and Friends Save enough to buy a bike

• Asks his young peers to place his order

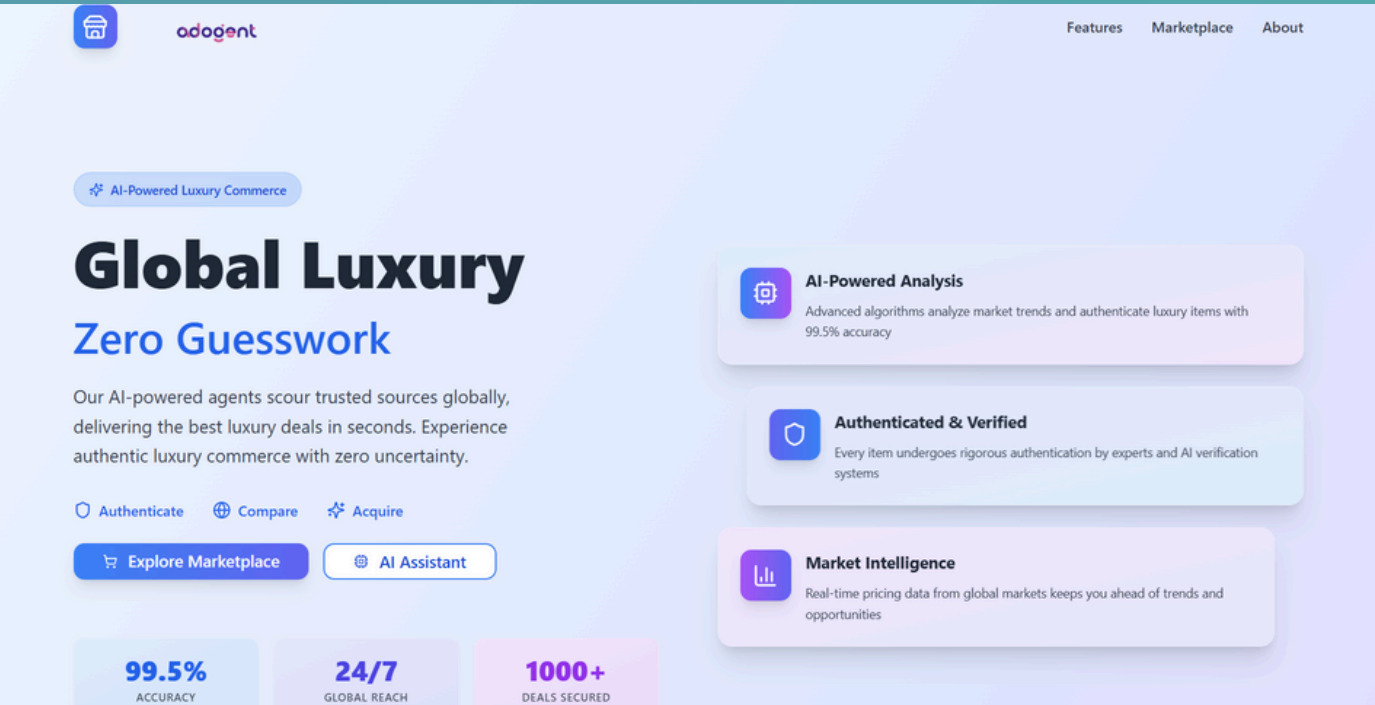
• Not comfortable with the interface

• Apprehensive of high ticket online purchases

Strict 12 hours 6 day working schedule

Underconfident in placing an online order

Adogent is NOT just a PRODUCT, it's a REVOLUTION!!



STEP- 1

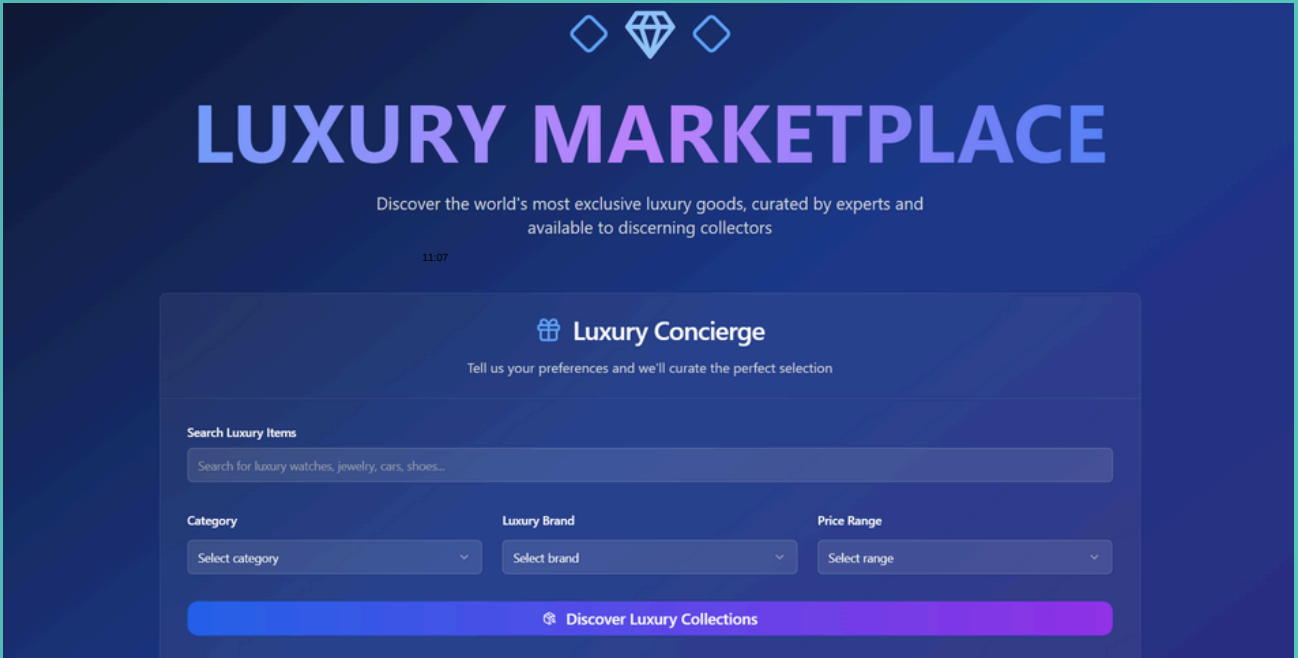
User just have to login the app. Answer a few related questions regarding your and product considerations.



Hi, I'm Hair-X Your personalized Shop assistant

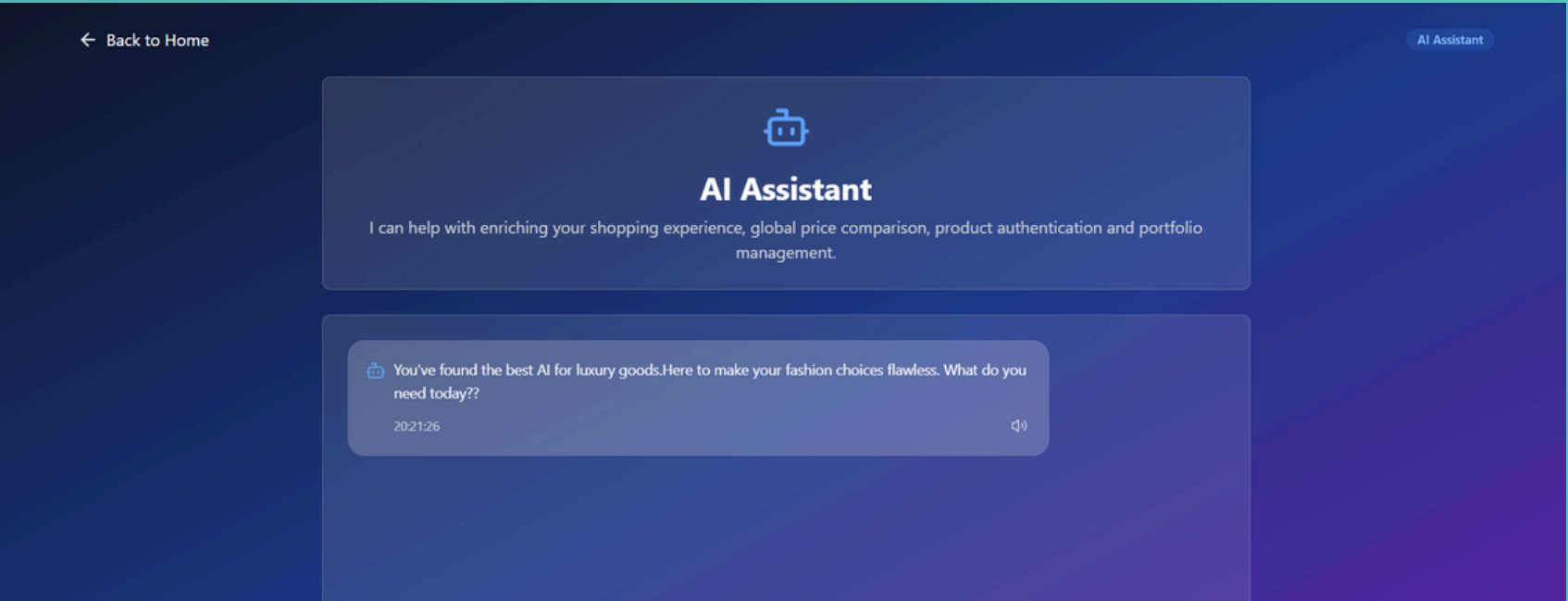
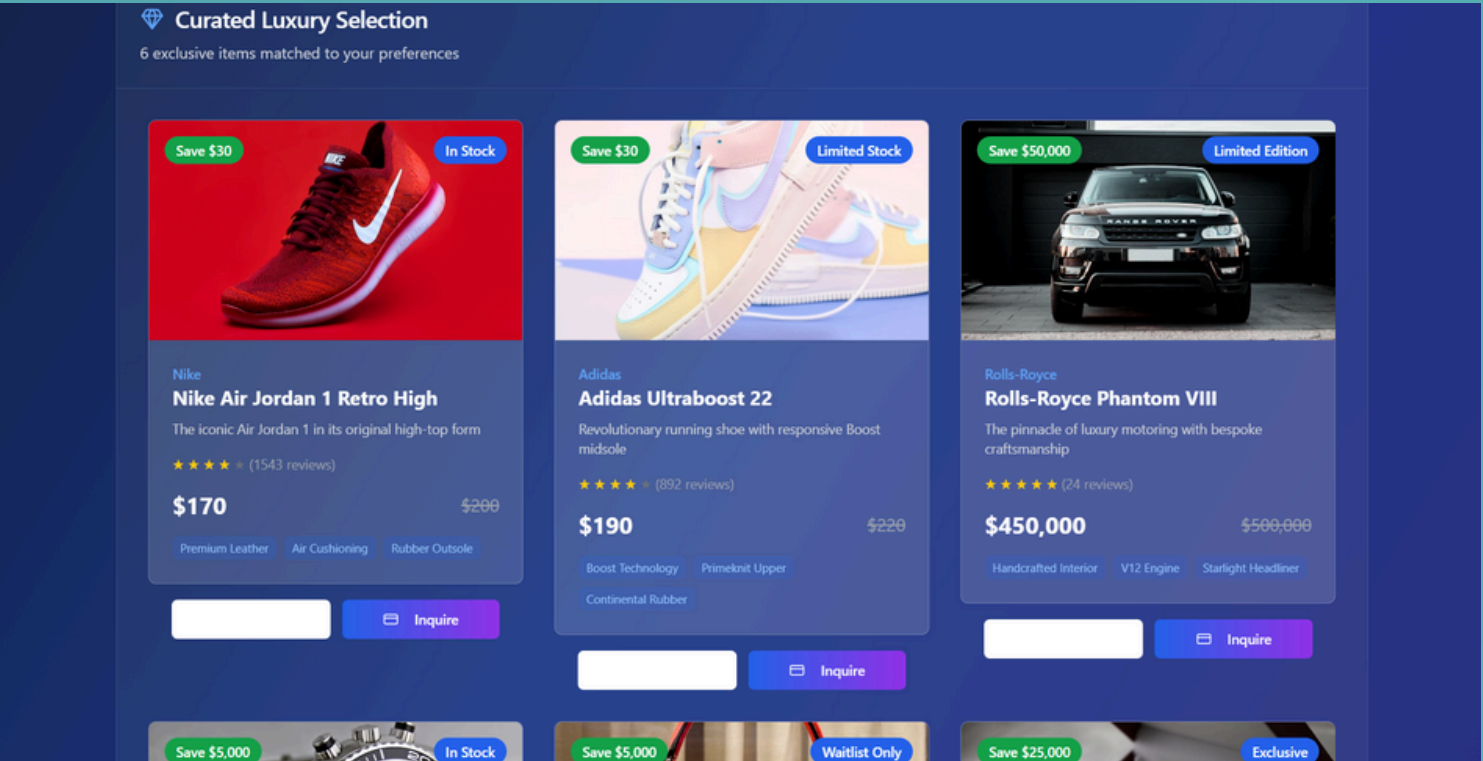
STEP- 2

We authorize for Peer-to-Peer seeling voucher, where if approx 30 people vouch for unothorized vendor he is blacklisted impiedately.



STEP- 3

Recommendation of Luxury Items based on your liking will be provided on the interface.



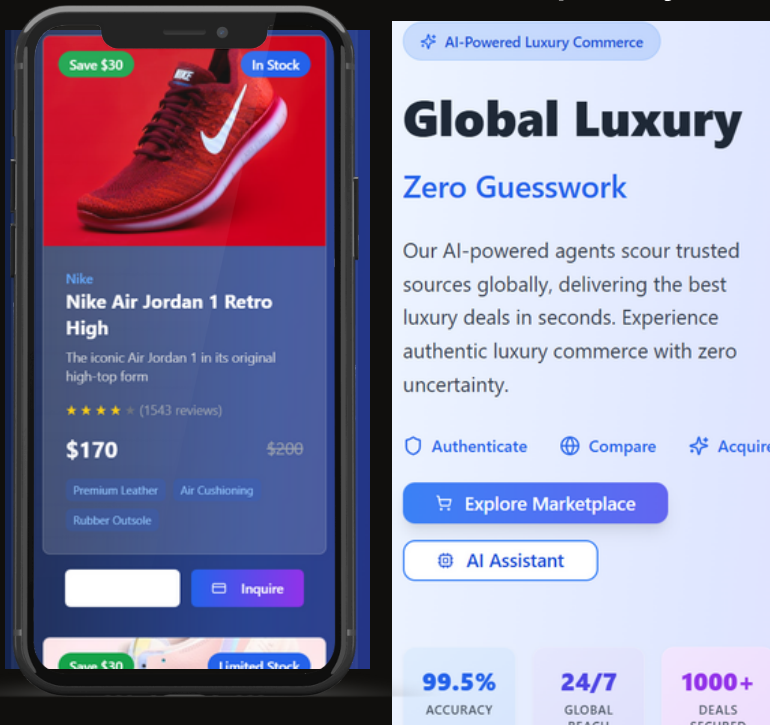


AIM

To inspire people who are **online but not transacting** to shop online with Flipkart by building trust of the platform

Pain Points Addressed

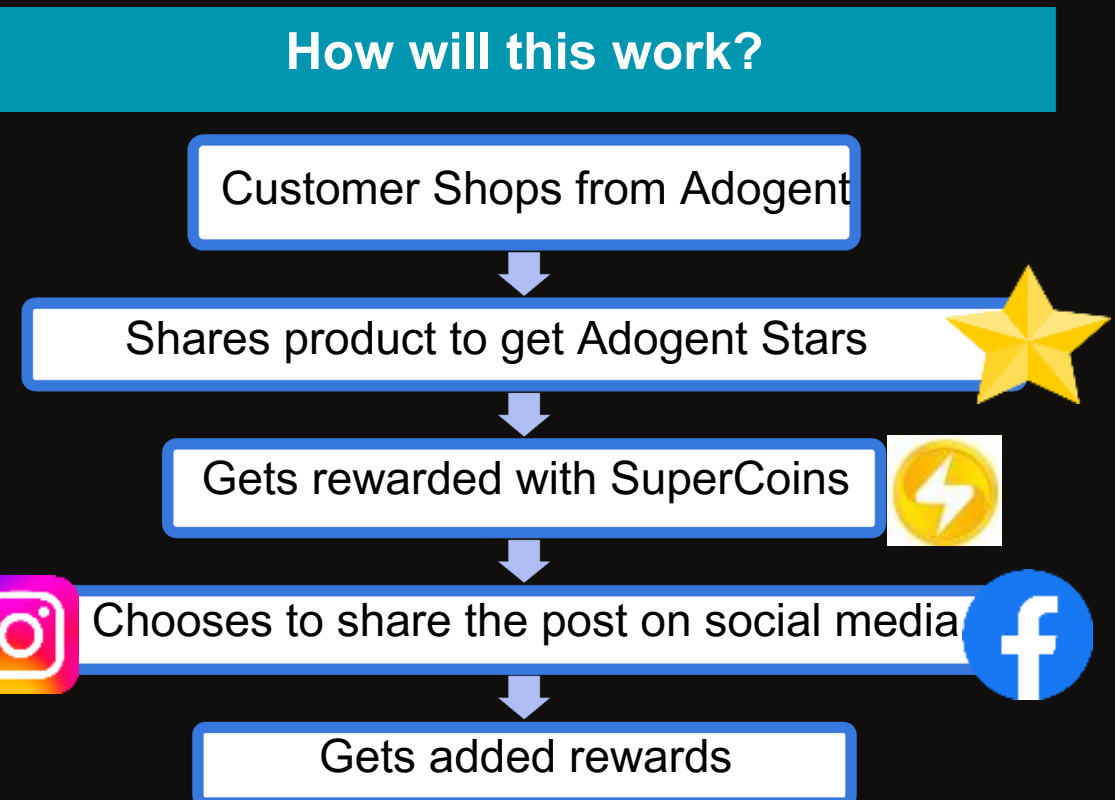
Concerns about look & quality

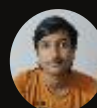


- #Challenge buckets
- #5thingsunder500

#mytop3purchases

#5waysofstyling



 Jeetu

Jeetulooks through the feed frequentlyto find what people around him are wearing.

 Prakash

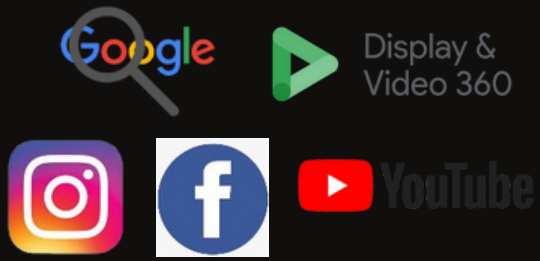
Sees his nephews post on his recent shopping with Flipkart. He now trusts Flipkart more as a safe shopping platform.

MEDIA OUTREACH

Program Sales

Target Views
60 Mn

Target Platforms

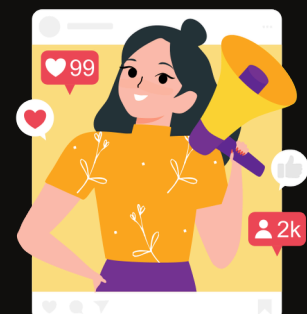


Program Reach
1 Cr

Influencer Selection Criteria



Mega – 25%
(1M+ followers)



Macro – 50%
(100K+ followers)



Micro – 25%
(10K+ followers)

Domain – Wellness & Fashion
Location – Tier-1 and Tier-2 cities
Particulars – Influencer within our target group & having good social media presence
Language – English & Region Specific

Key Performance Indicator (KPIs)



Engagement Rate > 2%

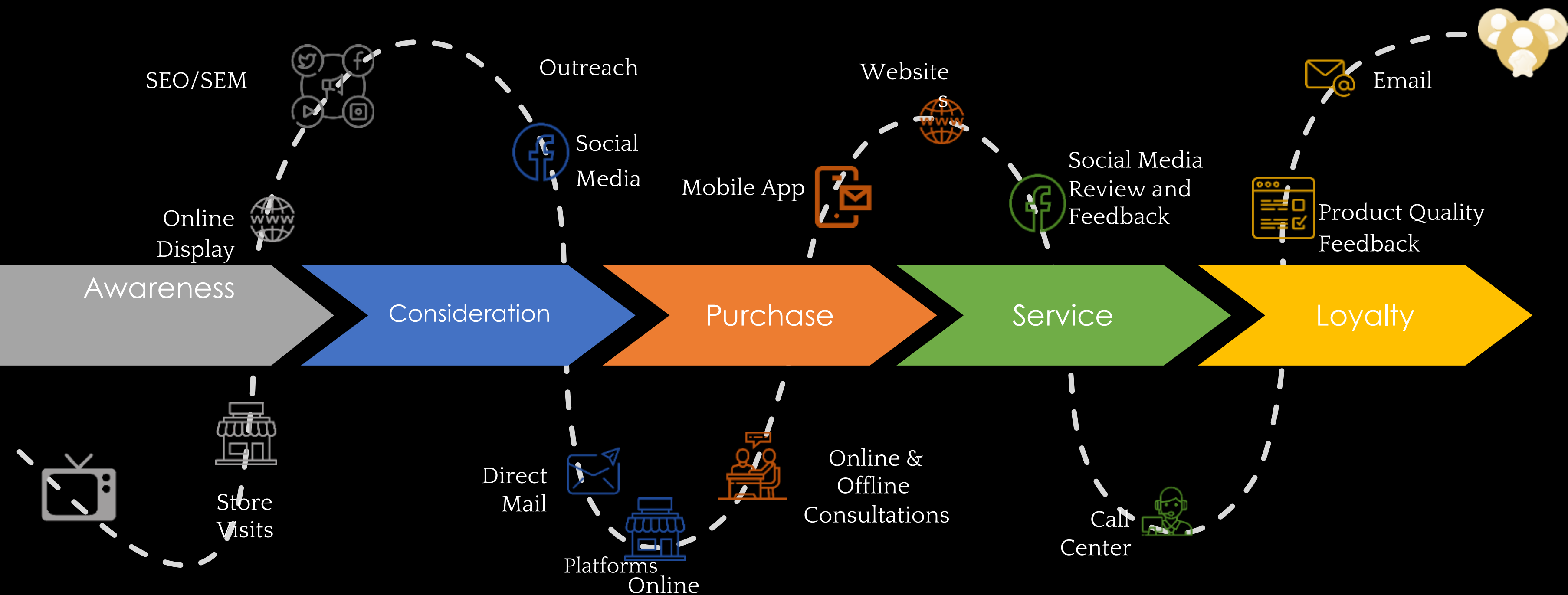
Online share of Voice > 15%

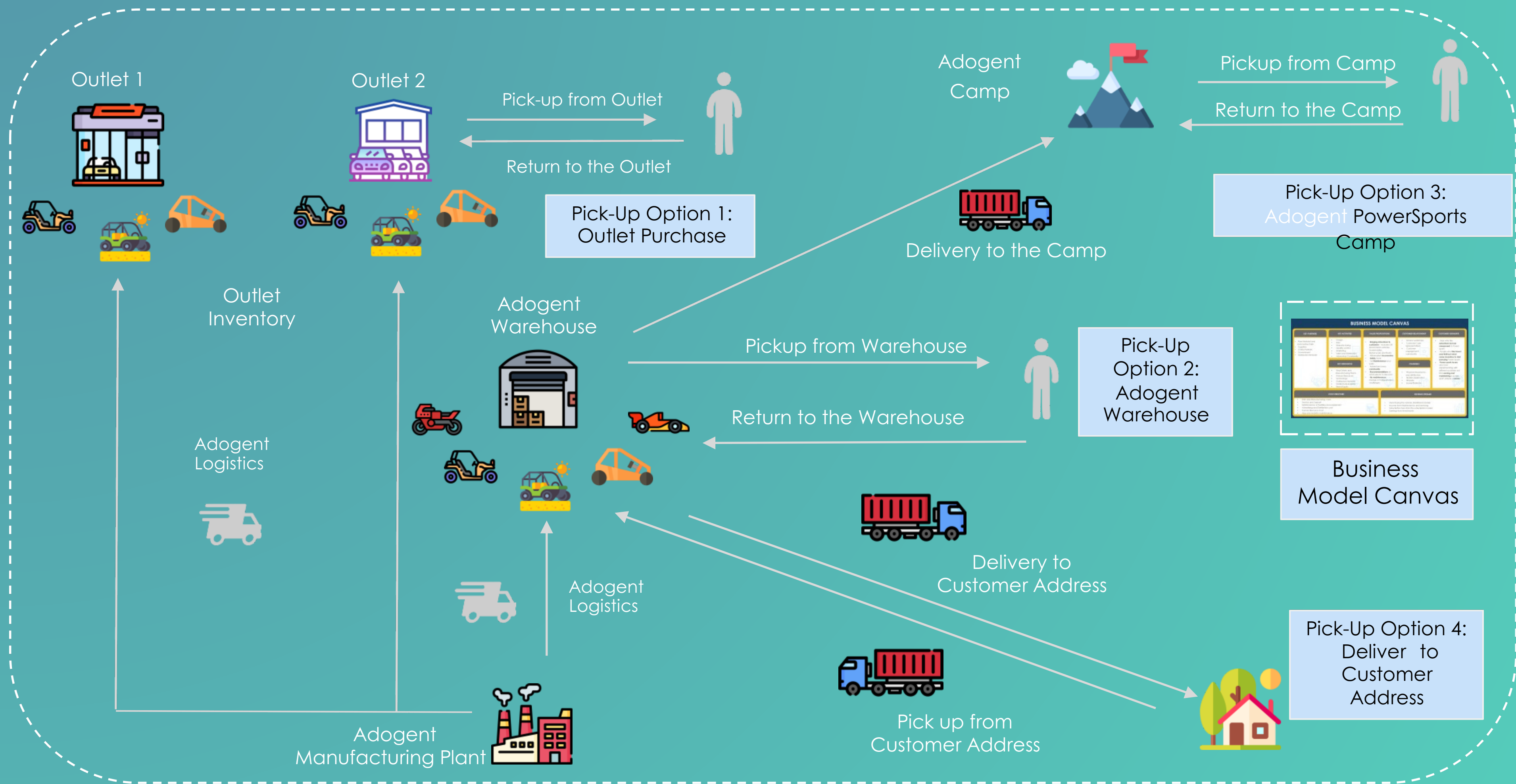
Average View Time > 10 Seconds



Cost Per View < Rs 1.1







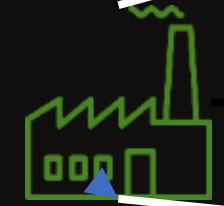
B2C & B2B Strategy as per Subscription Tiers

B2C

Increase efficacy and transparency of the current purchase flow.
Reduce friction in providing requirements.



Supplier



Production

Distributors.



Off Road Distributors



Direct consumer



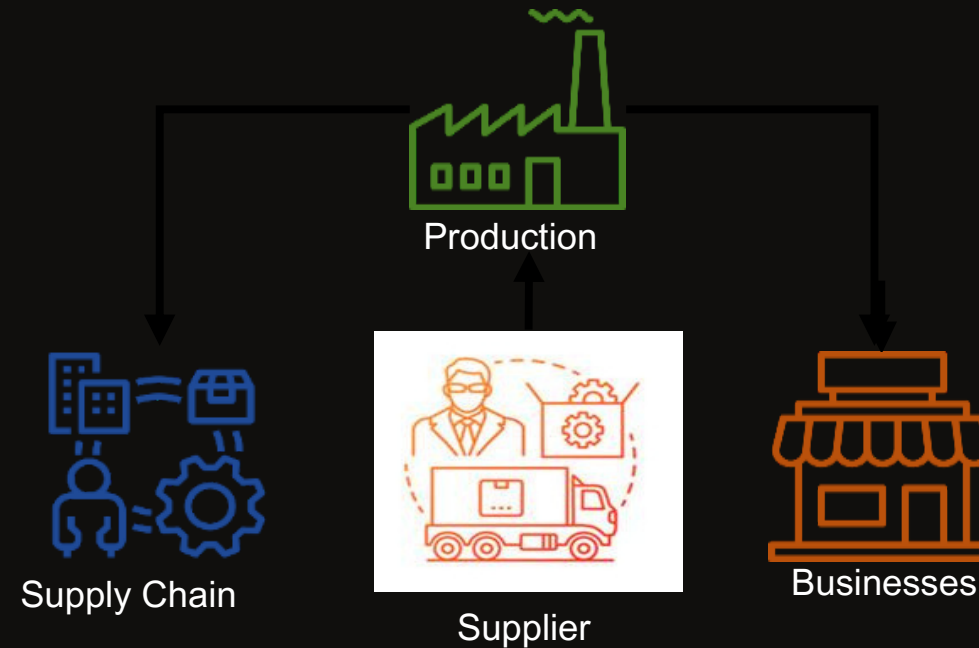
Adventure application

Goals:

- Provide unique and appealing products for consumers
- Reach customers wherever they are, and provide multiple purchase avenues

B2B (Additional Channel)

As part of the B2B effort, we'll be collaborating PowerX with sports gear manufacturers & suppliers such as Decathlon, ProMAXima.



Goals:

- Increase efficacy and transparency of current purchase flow
- Reduce friction in providing requirements

The Launch Strategy will entail four areas



Identifying Target Industries

Depending on the local market scenario of various industries Luxury resale, a list of target industries needs to be prepared for each region



Creating Value Proposition for customers

On the basis of local customs and tastes, a portfolio of Adogents with a unique value proposition needs to be constructed



Pricing competitively to gain market share

As Adogent aims to be major manufacturer of powersports vehicles, it should take advantage of economies of scale and price quality vehicles at competitive rates



Marketing via multiple channels

After building the portfolio and pricing, a locally focused marketing strategy needs to be implemented focusing on local media consumption patterns



ADOAGENT1.0.0OAS 3.1

api/v1/openapi.json

AI-powered e-commerce platform with voice interface and intelligent product recommendations using Groq API

Authorize

Health

Authentication

POST/api/v1/auth/registerRegister User

POST/api/v1/auth/loginLogin User

POST/api/v1/auth/refreshRefresh Token

POST/api/v1/auth/logoutLogout User

Users

POST/api/v1/users/bootstrap-adminBootstrap Admin User

POST/api/v1/users/promote-to-adminPromote User to Admin

GET/api/v1/users/meGet Current User Profile

PUT/api/v1/users/meUpdate Current User Profile

GET/api/v1/users/{user_id}Get User

GET/api/v1/users/ListOf Users

Products

POST/api/v1/products/Create Product

Products

POST/api/v1/products/Create Product

GET/api/v1/products/ListOf Products

GET/api/v1/products/{product_id}Get Product

PUT/api/v1/products/{product_id}Update Product

DELETE/api/v1/products/{product_id>Delete Product

Categories

POST/api/v1/categories/Create Category

GET/api/v1/categories/ListOf Categories

GET/api/v1/categories/{category_id}Get Category

PUT/api/v1/categories/{category_id}Update Category

DELETE/api/v1/categories/{category_id>Delete Category

GET/api/v1/categories/slug/{slug}Get Category By Slug

GET/api/v1/categories/tree/allGet Category Tree

AI Agents

POST/api/v1/ai/chatChat With Agent

POST/api/v1/ai/recommendationsGet Product Recommendations

POST/api/v1/ai/analyze-imageAnalyze Image

POST/api/v1/ai/upload-imageUpload And Analyze Image

POST/api/v1/ai/voice-chatVoice Chat

AI Agents

POST/api/v1/ai/chatChat With Agent

POST/api/v1/ai/recommendationsGet Product Recommendations

POST/api/v1/ai/analyze-imageAnalyze Image

POST/api/v1/ai/upload-imageUpload And Analyze Image

POST/api/v1/ai/voice-chatVoice Chat

DELETE/api/v1/ai/conversations/{conversation_id}Clear Conversation

GET/api/v1/ai/conversations/{conversation_id}Get Conversation History

GET/api/v1/ai/healthAI Health Check

GET/api/v1/ai/statisticsGet AI Statistics

GET/api/v1/ai/modelsGet Available Models

POST/api/v1/ai/feedbackSubmit AI Feedback

POST/api/v1/ai/test-groqTest Groq Connection

POST/api/v1/ai/test-ollamaTest Ollama Connection

AI Health

GET/api/v1/ai/healthAI Health Check

AI Test

POST/api/v1/ai/test-groqTest Groq Connection

POST/api/v1/ai/test-ollamaTest Ollama Connection

Root