

Proposed E Commerce Website: www.pollinate.com. A Web based enterprise formation.

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Abstract:

Development of a mobile app and web based social e-commerce firm to advertise "Mall listings or live deals in United States Malls", "live flight deals", "live hotel deals" and so on. This advertising in real time would occur based on consumer postings on the website of the company. The consumers who register with the company are thus termed as "members" of the company. In other words, the members of the social e-commerce company who are also the consumers' in-general, become the advertisers of a product that appears "on-deal" in "Malls or other trading places". When the product is bought based on the posting on "Pollinate.com", then the member who happens to post the product earns reward points.

Through posting or publishing on the E-Commerce company website (www.pollinate.com).

Project Work Package (Web application description):

- Create a web-based application (www.pollinate.com).
- Users would be able to register through the web based application (similar to linkedin).
- Users will create their profile:
 - Username
 - Password
 - Address
 - A member ID will be generated automatically for future use on application.
- The web application will have two "Tab Pages".

Tab Page 1: Page to post advertisement by User (consumer).

- User can upload image/photo or text description (posting) of a "Deal on Item(s) in Mall "or other places such as Macy's, Best Buy, Walmart.
- User can post the aforementioned posting on "his/her personal profile page".
- The profile page will have following options
 - Space for the posting. Posting in text format or image.
 - Item category drop-down menu (items include clothing, car, flight deals, hotel deals, real estate deal.....).
 - Zip code of the place/location where the deal is ongoing or existing.
 - Short description.

Tab Page 2: Page to view deals posted by other users.

- **This page will have options to filter deals according to location, item type.**
- **User should be able to enter information in following “Options” provided.**
 - **Zipcode**
 - **Item type**
- **Click on the search button to view “Ongoing deals” / Postings in the location of interest.**

Business model overview:

The pollinate (member) earns rewards or points for advertising products on the "Pollinate company website". Other participating members (pollinates) can write reviews on bought items or interests.

The merchant will provide advertisement fee to the buyer when the mercantile is purchased through “pollinate advertising”. A percentage of the revenue thus would go to “Pollinate” for social advertising.

The customer/consumer reviews would enable “Data analytics” on products enabling product marketing, design changes or product revisions and adjustment of supply based on demand.

In addition to the web based platform development, a true business model needs to be created. I believe, this could result in an interesting E-commerce venture.