

**Let's help small business survive the
coronavirus pandemic #staylocal**



lokalsi



What is the problem?

48000 only in March 48k small business owners in Poland suspended their companies.

Coronavirus is **killing small business owners**: florists, farmers, butchers etc. They relied on traditional stores, which are closed now. As there is no other option, they have to go **online**. However, it's almost impossible to do so in a matter of days. Especially for a generation that is not digital at all.

On the other hand people **cannot leave** their houses and **shop queues** are extremely long. Easter is coming.

So we thought - **how to match small businesses with potential customers?**



Meet Lokalsi - marketplace for small business owners

Low entry barriers

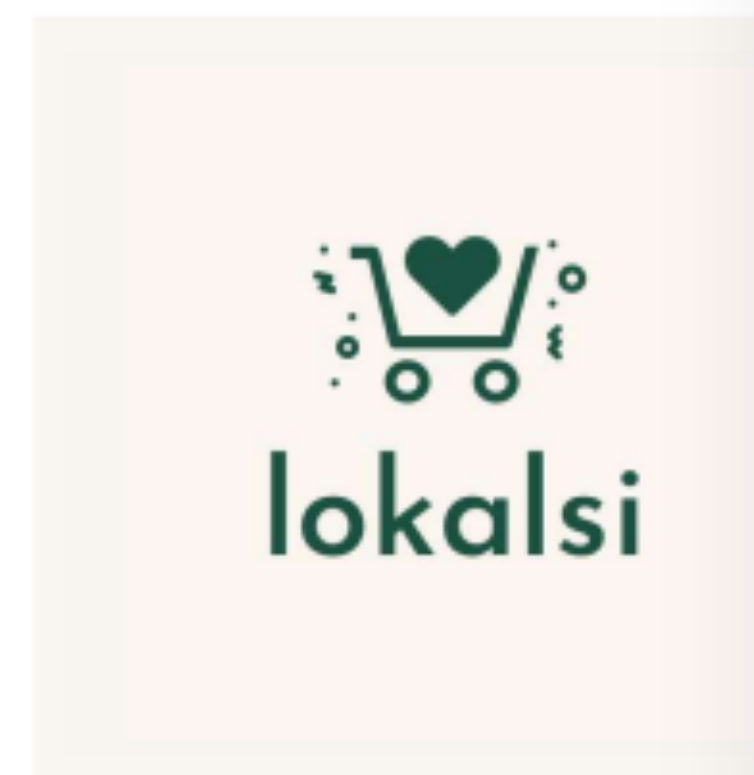
Suppliers simply add their products in a few steps and that's it! Their e-commerce is ready to use in a matter of minutes.

Messenger has 14 million users

You don't have to download any apps to buy from local suppliers. Lokalsi is already in the pockets of 14 million Poles. It's amazing, isn't it?

Intuitive interface

Conversational interface is the most natural and intuitive one. Quick reply buttons let you buy your favorite products in a few clicks and chat with your supplier in the same time.



How does it work?

A business owner is adding their company to the platform by providing:

- the product name, description, photos,
- quantity that they have to offer,
- how far it can deliver the order,
- the price of the product.

Panel sprzedawcy

Skonfiguruj swoje produkty i zarządzaj zamówieniami

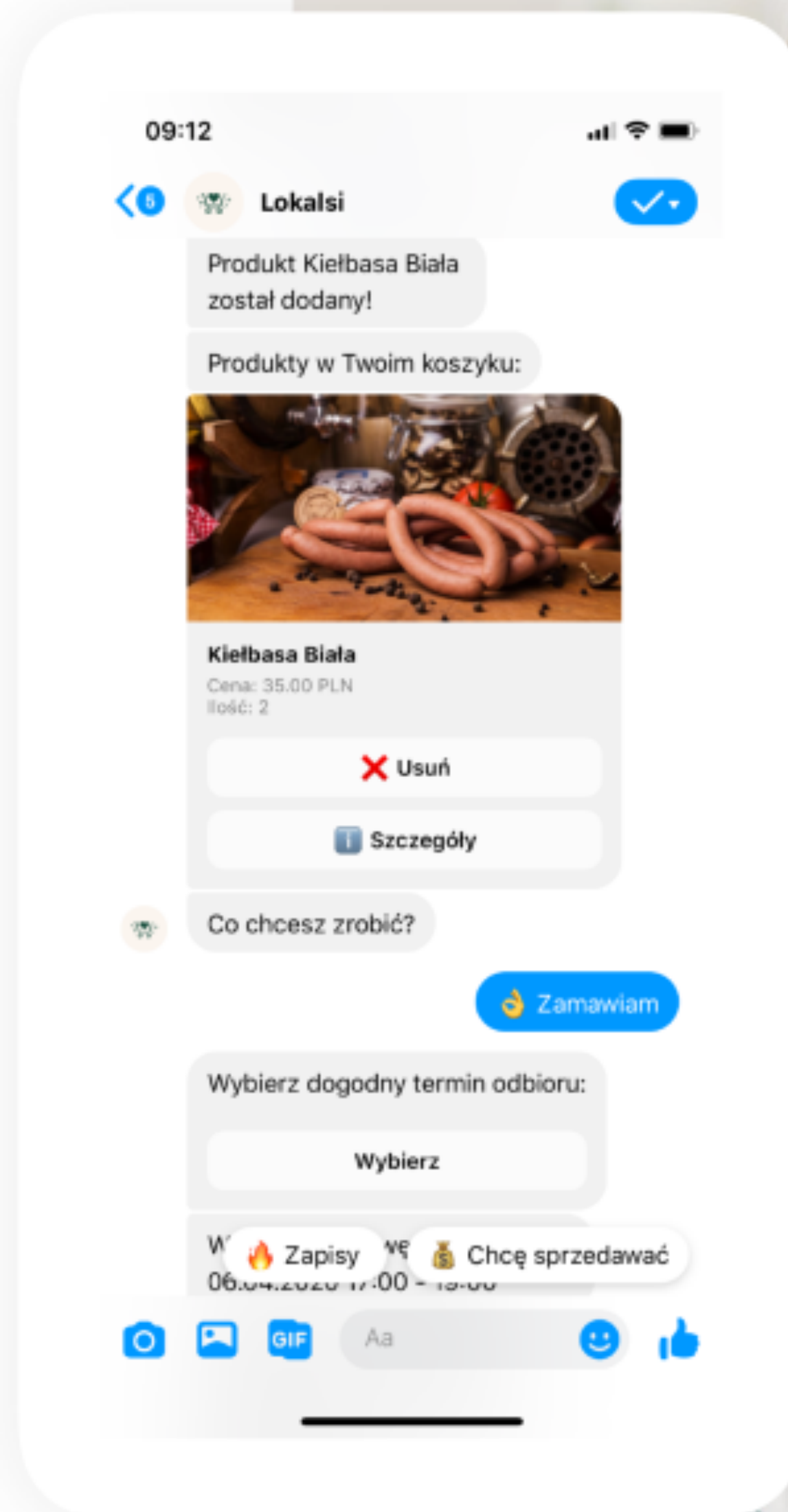
Ustawienia	Produkty	Zamówienia	Terminy dostawy		
Skonfiguruj dostępne terminy dostaw					
<	PON 6.04	WT 7.04	ŚR 8.04	CZW 9.04	PT 10.04
8:00					
9:00					
10:00					
11:00					
12:00		10:00 - 10:30, 1 dostawa			
13:00		10:00 - 15:00, 4 dostawy			
14:00					
15:00					
16:00					
17:00					17:00 - 19:00, 6 dostaw



How does it work?


It is intuitive and easy from the customers' perspective, too. You don't even have to know what exactly do you need, as suppliers often offer ready-to-buy packages, e.g. **vegetables for a chicken soup** or **50 shades of tulips**.

1. The customer shares their location to see which suppliers are available in their region.
2. Customer chooses a supplier
3. Customer is scrolling through the list of predefined packages
4. Customer adds the product to the cart, chooses the delivery time and makes an order
5. If the customer wants to ask something, they can talk with the suppliers' virtual assistant or pass the question directly to the supplier's customer service.
6. That's all! The customer is happy with their fresh and eco product **delivered contactless!**




Make people love it!


That was a very important task. We had to make people love the idea and, later, the solution. We ended up with tons of recommendations of business owners who should and would like to join our network of suppliers. We did a preregistration for both suppliers and customers in Messenger, so that now we can contact them using push notifications.

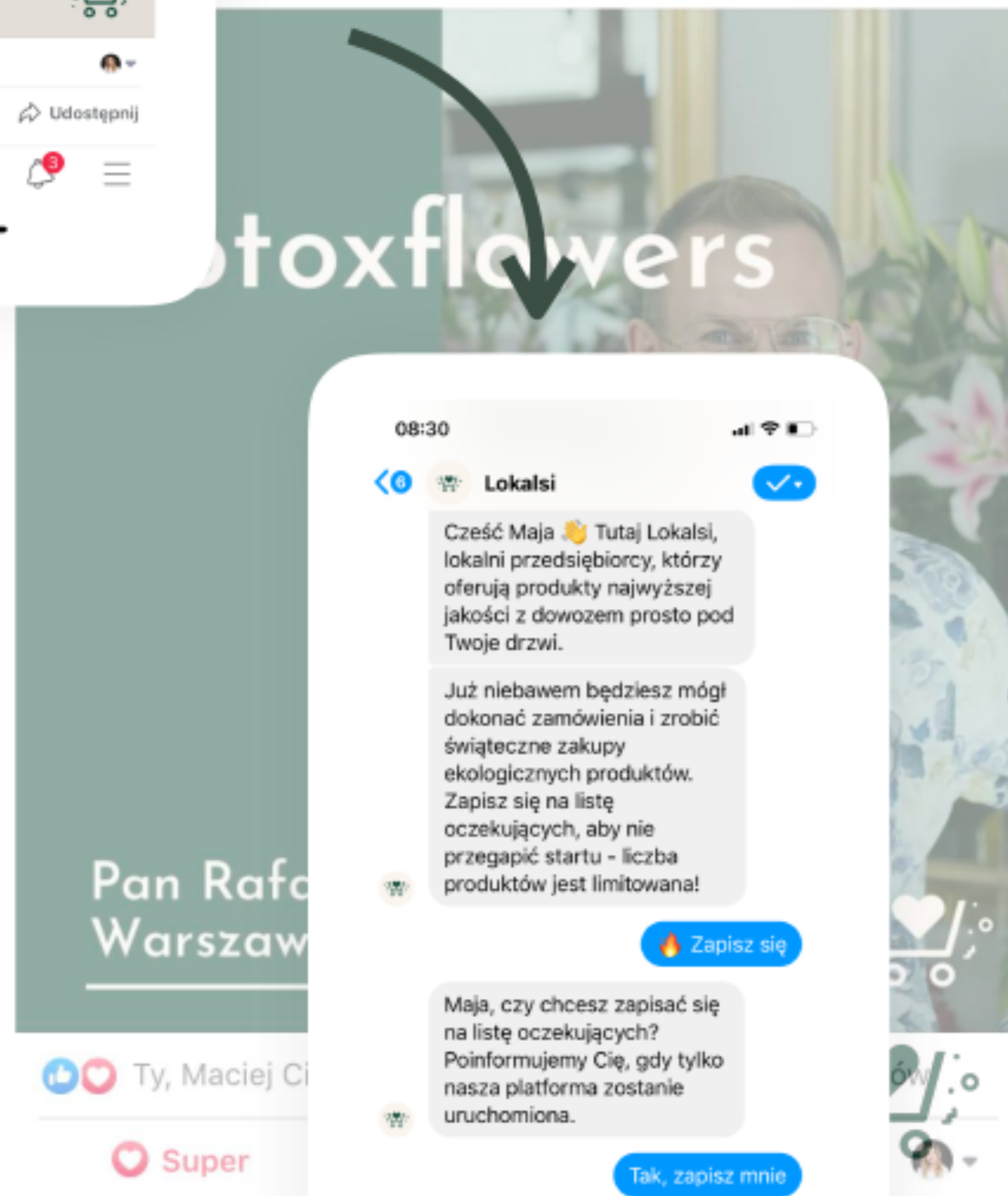
 **Michał Cal**
Cophi help them to survive ❤️
Lubię to! · Odpowiedz · 3 godz.

 **Janek Sikora** 🙌
❤️👍🔥 - wygląda sztos! 🍷 2
Super · Odpowiedz · 2 godz.


 **Maciej Kapko** 🙌
ALE SUPER POMYSŁ!
Lubię to! · Odpowiedz · 2 godz.

 **Ewelina Podrez**
Super inicjatywa 🙌❤️ trzymam za nią i za Was mocno kciuki! 😊
Lubię to! · Odpowiedz · 3 godz.

 **Weronika Chełmińska-Jasik**
Super pomysł 🙌
Lubię to! · Odpowiedz · 3 godz.



08:30

 **Lokalsi**

Cześć Maja 🙌 Tutaj Lokalsi, lokalni przedsiębiorcy, którzy oferują produkty najwyższej jakości z dowozem prosto pod Twoje drzwi.

Już niebawem będziesz mógł dokonać zamówienia i zrobić świąteczne zakupy ekologicznych produktów. Zapisz się na listę oczekujących, aby nie przegapić startu - liczba produktów jest limitowana!

Zapisz się

Maja, czy chcesz zapisać się na listę oczekujących? Poinformujemy Cię, gdy tylko nasza platforma zostanie uruchomiona.

Tak, zapisz mnie

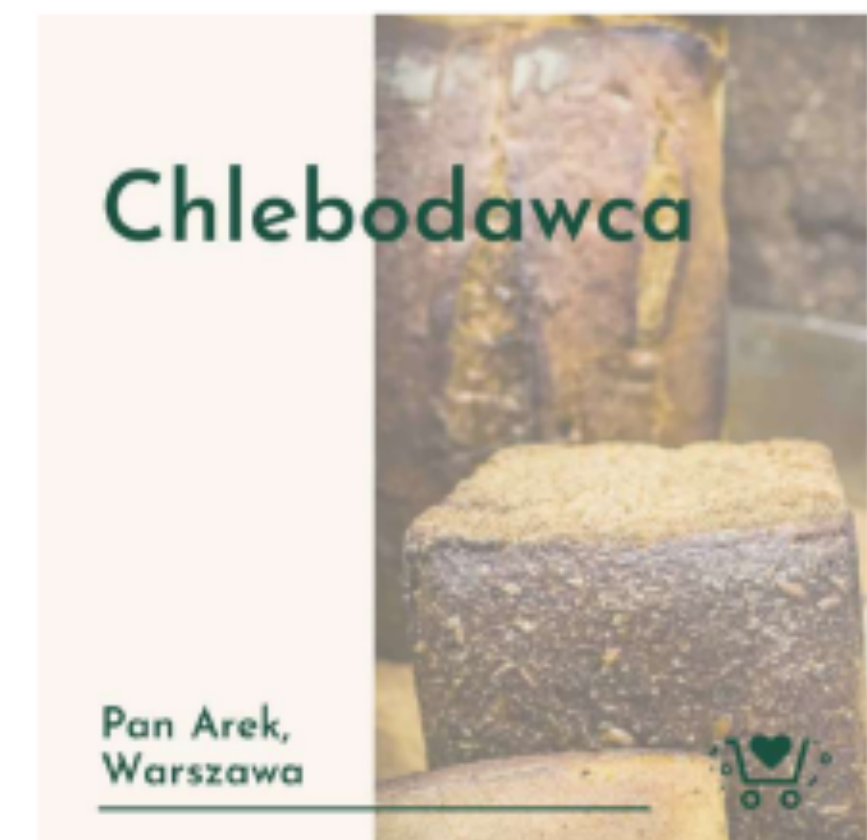
People stories are heartwarming

There is a story behind every business — especially a small one. We acquired quite a few of them and shed.. more than one tear.

We post stories on our Facebook page (fb.com/lokalsionline) Every story can also be read in Messenger — to better know your locals.

Mr Rafał is a florist. His flower shop allows him to both create art and make business. In Botoxflowers you can buy traditional flowers, potted plants, as well as forests in glass.

Mr Adam is an apiarist. He's been running his business for more than 20 years! His apiary is located near Janów Lubelski and it's growing bigger and bigger, just like his experience. Mr Adam told us that more people are now interested in honey thanks to the coronavirus.



We are fast!

Yeah, we are. Are you curious how the hackathon looked like for us?

Friday evening

- Brainstorming about ideas and choosing two of them
- Tasks assignment

Friday night

- Coding!
- Branding

Saturday

- Coding!
- Business development (looking for suppliers)
- Onboarding suppliers
- Interviews with business owners
- Posting about Lokalsi on Facebook groups to get first users

Saturday night

- Coding!
- Presentation

180
man hours

12390
lines of code

327
future customers

12
business owners

What are we planning for the (bright) future?

City by city, country by country!

We started locally in Warsaw, Poland. In the next steps we want to expand to other cities - firstly in Poland and later in other countries.

Online payments

To make Lokalsi even more accessible and to let suppliers deliver products completely contactless, we are going to implement online payments.

More users and more suppliers

A lot of growth hacking, posting on local Facebook groups, cooperation with influencers, referral program... Our heads are full of ideas!

Delivery partnerships

Not every supplier has an ability to deliver products to the customers. That's why we want to sign partnership with logistic company, that could offer such services. We already have a shortlist of potential companies.

Who are we?

we are part of a Polish startup, **Chatbotize**, which is a SaaS platform for automating communication. We are friends who work together on a daily basis, and who deliver an amazing AI-driven product for our customers.

Thank you for having us and giving us an opportunity to do something **good!**



Magda Pierzchała
UX/UI Designer



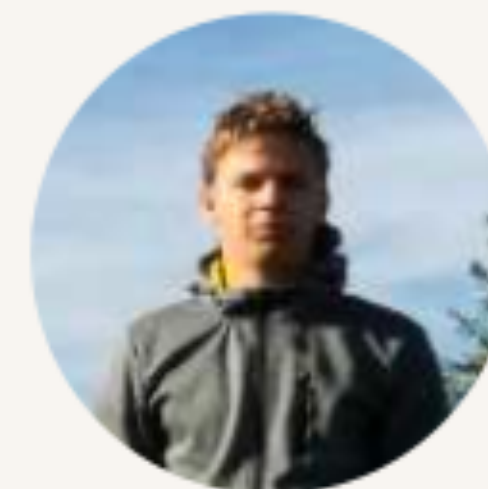
Mateusz Radomski
Content Specialist



Tomasz Cichociński
Frontend Developer



Maja Schaefer
CEO



Jakub Darul
Backend Developer



Magda Trybuś
Customer Success
Specialist