WORTHWISE
BUSINESS PLAN

Shravya Sureka — Founder, CEO & Woman with a Plan

Business Name & Concept

WorthWise is a digital marketplace that enables young creators, students, and informal businesses to establish an online presence, access verified buyers, and determine fair pricing — all in one place. Along with, partnering with NGOs to support artisans and informal workers.

Problem

- **Limited Visibility:** Small sellers struggle to reach customers and often lack an online presence.
- **Difficult Market Access:** Existing platforms can be complex for informal sellers to navigate.
- **Uncertain Pricing:** Sellers lack reliable market and demand information to price fairly.

Scale: Up to 200M Indians depend on craft for their livelihood, while 80% of informal sellers lack a digital storefront.

Product Description & Solution

WorthWise creates a simple path from creation to sale. Sellers can showcase their work through a dedicated storefront, use AI to understand what their products could be worth, and build credibility through verified profiles and buyer ratings

- **Objective -** To turn overlooked skills and products into real economic opportunities by giving creators the tools, support to grow beyond small-scale selling.

Key Features Of 'WorthWise'

Digital Storefront + Sellor Reputation

Every seller receives a dedicated, customisable product page discoverable by buyers. Verified badges and buyer ratings build trust

AI Pricing Engine

Machine-learning model suggests fair prices based on material costs, labour input, and live market demand data.

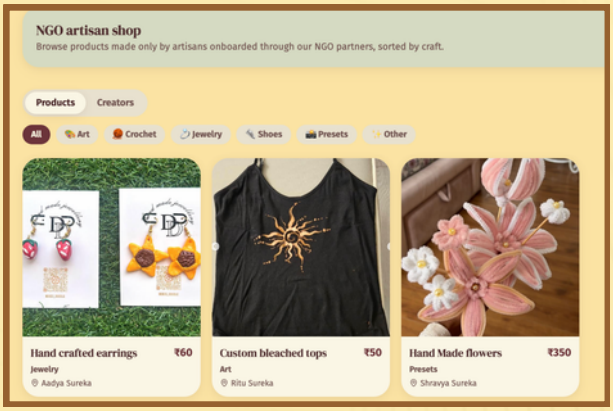
NGO Onboarding

Partner NGOs facilitate registration and digital literacy support for sellers without smartphone or internet access.

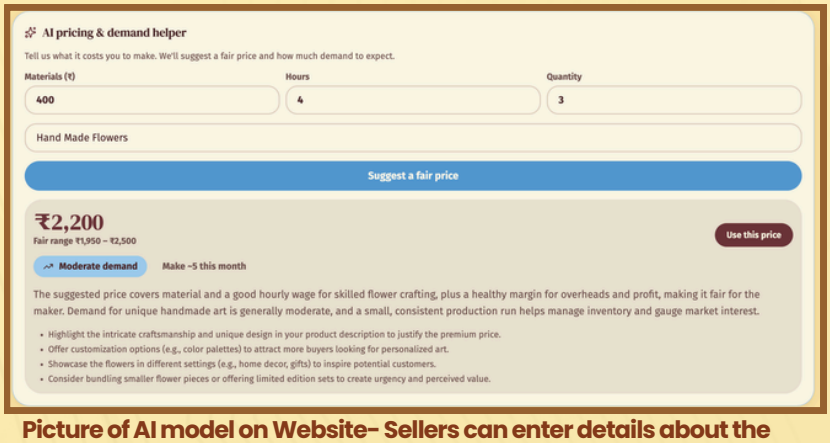
Secure Payments

UPI-integrated payment processing ensures sellers receive funds directly, with escrow protection on all orders.

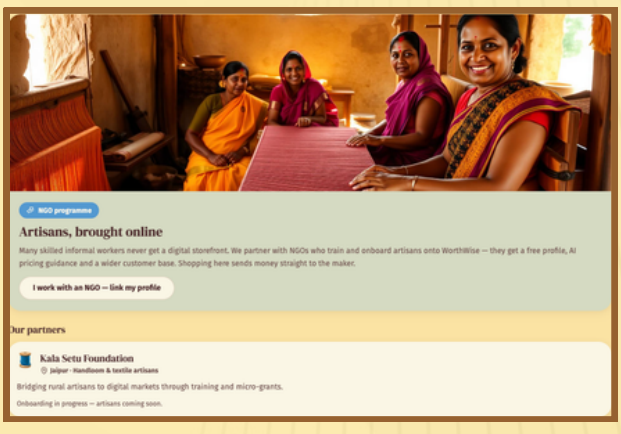
Vibe-Coded Webiste (Prototype of the real website) #Link to Website: Click Here To View Website!



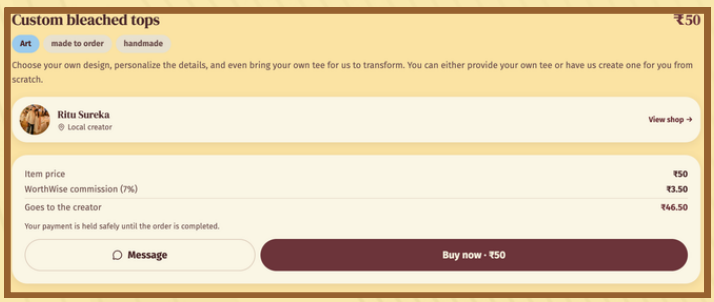
- **Glimpse of the user's dashboard. This showcases different products along with the age and sellers name.**



- **Picture of AI model on Website- Sellers can enter details about the making of the product and the model will generate a fair price that can be charged.**



- **This image of the Partnered NGO Page, it lists all the NGOs that WorthWise supports! Artisans can be discovered through this.**



- **Peek of the desginated product listing. Includes details about the product and an option to message the seller directly.**

Created Using Lovable

WORTHWISE

Target Market

Primary: Young creators, students, and informal artisans selling handmade products who lack digital access and pricing knowledge.

India has around **64 lakh** handloom and handicraft artisan.

42% youth labour-force participation rate in India in 2022.

Growth Rate of **2.4x** In India's Digital Commerce sector.

Secondary: NGOs working with informal workers, and buyers seeking authentic handmade products from verified sellers.

Our Competitors

- Etsy, Amazon Handmade and Meesho are existing platforms where sellers can reach online customers.
- However, they can require greater digital literacy, language proficiency and formal documentation.
- This can create barriers for small and informal sellers.

Why Our Idea Stands Out

WorthWise combines three elements in one platform: **a free marketplace, AI-powered pricing guidance and NGO-supported onboarding.**

- This allows sellers with limited digital access to enter the online market with more support and guidance.

Platforms such as Etsy, Amazon Handmade and Meesho already have established users, strong brand recognition and a large customer base.

- However, WorthWise takes a more focused approach by **designing the experience around early-stage creators and informal sellers.** Instead of expecting sellers to already understand online commerce, the platform simplifies the process of setting up.

Business Model

Primary Revenue — 76%

- **Transaction Commission (8–12%)** — Earned on every completed sale.
- **Business Registration Fee** — One-time fee charged to institutional clients.

Recurring Revenue — 18%

- **Featured Listings** — Sellers and NGOs pay to promote profiles and products within search results.

Add On Revenue — 6%

- **Premium Seller Tier** — Advanced analytics and priority buyer visibility.
- **Aggregated Market Data** — Anonymised demand insights sold to research institutions.

Financial Plan

Startup & Operating Expenses:

- Product team: ₹4.5–5 lakh
- Marketing & launch: ₹2.5–3 lakh
- Technology & AI: ₹0.8–1 lakh
- Operations: ₹2.5–3 lakh
- Administrative & legal: ₹0.8–1 lakh

Total Year 1 Expenses: ₹12–13 lakh

Projected Revenue: ₹15–16 lakh

- Transaction commissions: ₹9–10 lakh
- NGO / business onboarding: ₹1.5–2 lakh
- Featured listings: ₹2.5–3 lakh
- Add-ons: ₹0.8–1 lakh

Projected Net Profit: ₹2–4 lakh

Potential Funding: Founder investment, entrepreneurship grants and early-stage investors

How Sellers Earn

PROFILE 01 · BEGINNER Student Creator	
Products listed	5–8 items
Sales per month	4–6 orders
Avg order value	₹280
Monthly revenue	₹1,120–1,680
After platform fee	₹1,010–1,512
AI pricing impact	+18% vs guess

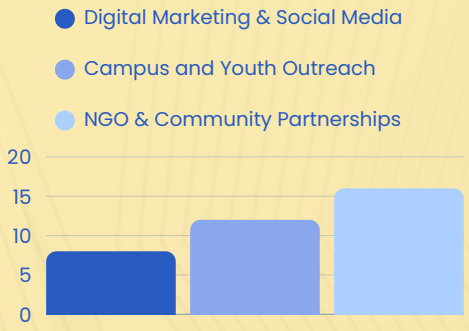
PROFILE 02 · GROWING Artisan Seller	
Products listed	12–20 items
Sales per month	15–20 orders
Avg order value	₹420
Monthly revenue	₹6,300–8,400
After platform fee	₹5,670–7,560
AI pricing impact	+22% vs guess

PROFILE 03 · ESTABLISHED Home Business	
Products listed	25–40 items
Sales per month	35–50 orders
Avg order value	₹550
Monthly revenue	₹19,250–27,500
After platform fee	₹17,325–24,750
AI pricing impact	+25% vs guess

Implementation Plan

- **Months 1–2:** Develop and test the marketplace, AI pricing tool and seller dashboard.
- **Months 3–4:** Partner with NGOs and begin onboarding young creators and informal sellers.
- **Months 5–6**: Launch the pilot in one city, collect user feedback and improve the platform.
- **By Month 6:** Target 50 active sellers, 100+ completed sales and 2 NGO partners.

Marketing Strategies



Customer Acquisition

- Sellers: Campus outreach + NGO referrals
- Buyers: Social media + craft/talent fairs
- NGOs: Direct outreach + community partnerships

Social Impact

- Turns **skills into independence** by helping people earn from what they create.
- Gives **overlooked creators a voice** by reaching customers beyond their communities.
- **Preserves traditional crafts** by connecting them to modern markets.
- **Strengthens communities** by connecting NGOs, artisans, creators and buyers.
- **Reduces dependence on middlemen** by connecting sellers directly with buyers.