

Abstract

The goal of this project is to use open source e-commerce, frameworks, and tools to address the key problems the Diaspora faces with tradition money remittance as means to support loved-ones in their homeland.

Introduction

The problems the Diaspora faces with cash remittance

1. Expensive Fees
2. Trust
3. Misappropriation
4. Inconvenience
5. Remittance Size
6. Remittance Scheduling
7. Lack of Control

Research Question(s)

Will the Diaspora embrace a low cost, convenient alternative to support loved-ones "back home" to the costly, problem-ridden traditional remittance of money?

Materials and Methods

Research the issue

1. Survey of Diaspora remitters
2. Talk to vendors in the homeland
3. Talk to loved-ones in the homeland
4. Review United Nations data on remittances

Tools

1. Review available open source tools
2. Review open source e-commerce platforms
3. Review free development platforms and frameworks
4. Customize open source materials

Marketing Targets

1. Diaspora Shoppers
2. Vendors "back home"
3. Loved-ones "back home"

Results: We built the SINGSING Marketplace platform



Sing Sing Marketplace

Globalize to Maximize!

As a vendor of products and services in the Supermarket, Grocery Store, Pharmacy, Restaurant, Medical Practice, Educational Institute, and Special Services sectors, you have a desire to increase your profit margin. However, you have limited resources and cannot easily afford marketing your products and services globally.



Where We Come In...

SingSing is an internet and web technology company that provides you with a cutting edge, global, marketplace platform. We expose your products and services to buyers all over the world, helping you obtain greater revenue and profit margins, while you focus on running your business. We provide the marketing, the customer service, and the training necessary to ensure your success.

Your Customers...

Are the global, e-commerce marketplace comprised of the diaspora living abroad, who have a desire to support their loved ones living in your community. SingSing is also optimized for Affinity and Transnational groups.



Conclusions

Research shows that individuals across various Diaspora communities all experience the pain points highlighted with traditional money remittances.

The Diaspora will also embrace a low cost, convenient alternative that addresses and resolves these issues.

We were successful in building the initial phase of an e-commerce platform that addresses these problems.



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