

## POTENTIAL EPICS PROJECT PROPOSAL

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[www.theanou.com/about](http://www.theanou.com/about) and [our blog](#)

### ANOU

1. Using technology to empower uneducated craftspeople, economic development through small business entrepreneurship, open-source technology
2. Problem: The way that fair trade organizations source products is why artisan have no access to knowing who is buying their products and why. Information drives business growth, which drives economic growth in developing countries.
3. Solution: The Anou platform gives rural, illiterate artisans access to the e-commerce marketplace for the first time ever. Analytics from customer behavior has the potential to provide key insights so artisans can learn which of their products are popular and why.