

Nomination: 21076

## BLOC Foods & Online Shopping App: Innovating Social Commerce

<b>Page: General Information</b>
<b>Name of Organization / Company</b> Tykea Khy
<b>Logo</b> Download File ( <a href="https://asiastevieawards.secure-platform.com/file/33275/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjozMzI3NSwiYWxsY3dOb3RtaWduZWVRVcmwiOiJGYWxzZSI6ImInbmAsset%202%404x-8.png">https://asiastevieawards.secure-platform.com/file/33275/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjozMzI3NSwiYWxsY3dOb3RtaWduZWVRVcmwiOiJGYWxzZSI6ImInbmAsset%202%404x-8.png</a> )
<b>Web Site Address</b> <a href="https://bloc.asia">https://bloc.asia</a> ( <a href="https://bloc.asia">https://bloc.asia</a> )
<b>Page: Entry Information</b>
<b>Entry Title</b> BLOC Foods & Online Shopping App: Innovating Social Commerce
<b>Category</b> F55 - F62 - Award for Innovation in Apps > F61. Award for Innovation in Shopping or E-commerce Apps
<b>Submission Format</b> An Essay of up to 625 Words

## Essay

The completion of e-commerce has moved far beyond selling products - what buyers want now is engagement, interaction and real-time experiences. That is exactly why BLOC Foods & Online Shopping App is leading that move: by combining social commerce with AI-assisted discovery it has redefined the rules for moving goods quickly to market.

This method is a shot in the arm for small and medium-sized enterprises (SMEs), helping them reach out to customers in a more efficient manner. Under the direction of Tykea, Head Software Developer from TK EXPRESS CO., LTD (a branch company of BLOC), BLOC has realized real-time interactive shopping: combining live broadcasting with AI-assisted search and tools to expand one's market. This has produced for users shopping that is smooth and comes across in an equally interactive fashion.

## How AI & Live Commerce are Giving a New Span to Marketplace

At the heart of this innovation is a layered, AI-based system that increases product discovery, interaction and conversion. Some of the key features of BLOC's AI system are:

Mobile SDK for Object Detection: A flutter-based SDK that takes a photo or uploads an image, powered by AI that detects the product they are looking for in seconds.

**Deep Learning Feature Extraction:** The AI uses the OpenAI CLIP model to extract visual features of the images which are later used to provide improved product recommendations.

Fast Similarity Search Through a Vector Database: Powered by AI, Milvus Vector DB guarantees precise and speedy product alignment for a seamless search experience.

Both the AI-powered search and the live-stream shopping feature have contributed towards a paradigm shift in consumer behavior. By combining live video streaming, real-time answers to customer questions, and immediate purchases in one native marketplace, sellers are able to showcase products in a convenient and interactive format while driving immediate sales.

## Empowering SMEs & Expanding E-Commerce Through its social commerce model

BLOC has moved the very ground upon which digital retail stands:

Empowering SMEs & Entrepreneurs: BLOC's live-streaming tools are currently used by more than 5,000 businesses in customer engagement and sales improvement.

**Increasing Engagement & Retention:** The addition of video content has lengthened average session duration by 25%, increasing user engagement.

Driving Marketplace Expansion: More than 500 new sellers joined the platform, offering a wider choice of products.

**Boosting Sales Conversion:** By means of AI-powered suggestions and live-streaming interactivity, conversions have improved, proving engagement leads to transactions.

With real-time inventory management, promotion tools and live dashboards, BLOC enables enterprises to flourish in the digital economy.

## Technical Innovation: The Future of Social E-Commerce

BLOC Foods' success is based on a scalable, low-latency architecture that guarantees high performance even during peak use. The streaming commercial engine, designed for tens of thousands of concurrent users, integrates:

**Low-Latency Live Streaming:** Optimized for no or minimal lag, ensuring real-time Seller-to-Buyer interactions.

**Multi-Tier AI & Data Infrastructure:** Seamlessly handles high-volume image search engine requests, personalized recommendations, and transaction processing.

Seamless Integration of Social & Commercial Elements: Enabling interactive engagement, community-driven sales and AI-powered search within the same platform.

Conclusion: Leading the Way for E-Commerce Innovation The BLOC Foods & Online Shopping App has reset the norm in digital retail by combining AI-assisted discovery, live broadcasting of commerce products, and an interactive marketplace. BLOC's innovative approach has changed the game in online sales and made digital commerce more fun, more communal, and more versatile than ever before; with Tykea's software, which is developing very quickly indeed, already being used by brands all over the world. BLOC is destined to become the future of online retail rather than merely a component of that future. " BLOC has transformed from being an ordinary site for purchasing products to an e-market place streamlining the entire distribution process.

**For this category please provide**

An essay of up to 625 words describing the app and the innovative aspect of the app since July 1 2022 that you are nominating, **OR** a video of up to five (5) minutes in length illustrating the same.

If you provide a written essay, you must also provide a demonstration video about the app of up to three (3) minutes in length. You must attach the demonstration video to your entry through our attachment/link uploading tool. If you provide a video instead of a written essay, the additional video is not required.

Optionally, you may list creative and production credits for your app - a list of the people and organizations that contribute to its development.

## Credits

**Do You Have Supporting Files You Would Like to Upload?**

No

### Do You Have Website URLs you would like to link to

Yes

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