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Potential competing interests: No potential competing interests to declare.

1. Overall, this article is more like a business plan for financing than an academic paper.

2. From the perspective of business models, e-commerce is not a new thing. The author should analyze it from the perspectives of competitors, niche market, business strategies, etc.

3. Both the IT technology and model of e-commerce are mature fields, which also means full competition. The key to success lies in finding the right market positioning, followed by the team, technology, and capital.