

Cost Structure of GrowWise

Production costs:

Production of the ConnectFarm:

1. FC-28 Soil Moisture sensor: Rs. 100 - Rs.250
2. DHT11 sensor: Rs. 150 – Rs. 400
3. JXBS3001 Sensor: Rs. 4000 – Rs. 16000
4. Cameras: Rs. 800 – Rs. 2400
5. Additional hardware components: ESP32(microcontroller), power supply, connectivity modules(MQTT protocol) – Rs. 800 – Rs. 2400
6. Machine Learning implementation: Rs. 1600 – Rs. 4000
7. Manufacturing costs: Rs. 1600 – Rs. 4000

Total Manufacturing costs round up to around Rs. 15k-18k

Renting of ConnectFarm:

Since the land and soil of farmers don't change drastically in months, we give our product out for rent at Rs. 5000 per season.

App and Website costs:

1. Domain Name and Website hosting cost up to Rs. 3000 – Rs. 3500
2. App store charges: Rs. 2000

These are basic needed yearly charges.

Legal Costs:

Patent Costs: Rs.1-2 lakhs

Testing and certification(BIS): 1-1.5 lakhs

Total cost in legal is approximately Rs. 4 lakh