**Business Plan:**

**Need:**

A low-cost network that measures environmental conditions in real time and can send this information to a free internet server

**Market:**

Farms in low-income rural communities that are affected by climate change

**Value-proposition:**

Low cost weather station that can be placed anywhere.

Easy to use.

The people who work on the farms can give maintenance and updating to the stations.

**Outreach:**

Have a station for each farm that has a range of 1km to 4km.

You cannot send the information to an internet server of things alone, you need a gateway with internet connection that can upload that data.

Even if there is no internet, the station can connect to the cell phone and send SMS.

The platform is free, for each account you can connect 10 devices you can add widgets as a digital map, the value that the sensors are measuring as a numerical value or as a graph.

You can download this information in excell tables.

You can send alerts by sms or email to 20 users

**Customer engagement strategy:**

The company is committed to listening and solving problems quickly

If the complaint has an immediate solution, it must be resolved and the client must be informed that his / her request was met.

If we need more time, we will contact the client to comment that we are working on solving the problem.

They will be contacted through our page, where we can know instantly, if the customer had an incident at the time of making a purchase, problems with the delivery of your product, or its subsequent use.

**Financial and operational model:**

General managemet

Administration and Finance

Services and Support

Operations

Sales

Sales Process

Administration and Finance Process

Services Process

Support Process

Operations Process

Services System

Remote Support System

Remote Operations System

Sales System

Accounting System

**Partnerships:**

United Nations

Country government

State Goverment

Municipality government or delegation

Companies dedicated to livestock and agriculture

Companies dedicated to the measurement and reduction of greenhouse gases

Farmers and people who live near rivers, lakes, seashore

**Strategy for scale:**

An internet page will be created showing the products and services we sell.

Advertising will be done on social networks.

For this year we plan to create 1000 meteorological stations

**Replication:**

The training will be given to the people that works in farms in 3 days, and then they will learn to build the station, configure it and update the software, as well as tutorials and customer service will be able to solve the problems they have with the weather station.

So They can replicate the station wherever they want.

|  |  |  |
| --- | --- | --- |
| Name | Units | Price in dollars |
| Heltec esp 32 | 1 | $32 |
| Temperature sensor | 1 | $5 |
| Earth humidity sensor | 1 | $5 |
| Rain sensor | 1 | $5 |
| Anemometer | 1 | $37 |
| Lora Gateway | 1 | $50 |

Price for each meteorological station