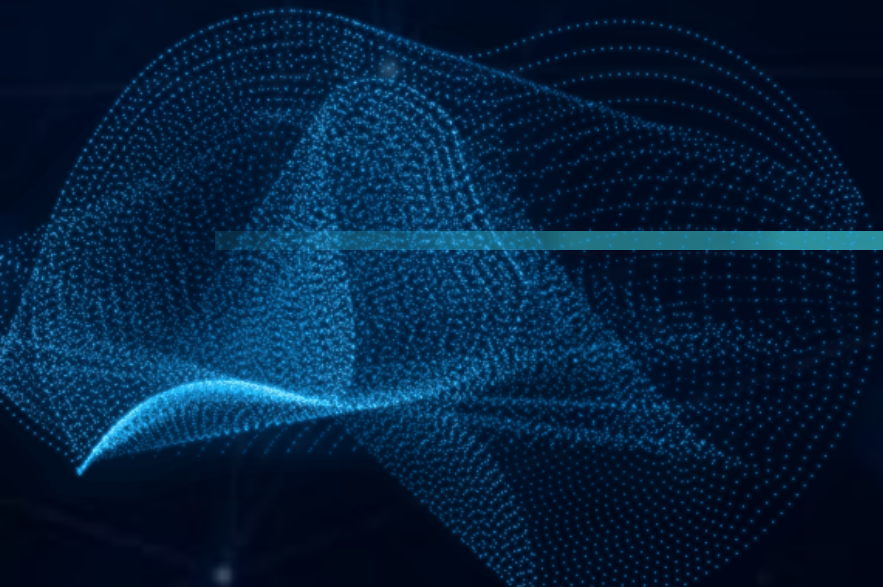




WIEHACK 5.0

Team Name: IOT AGRITECH

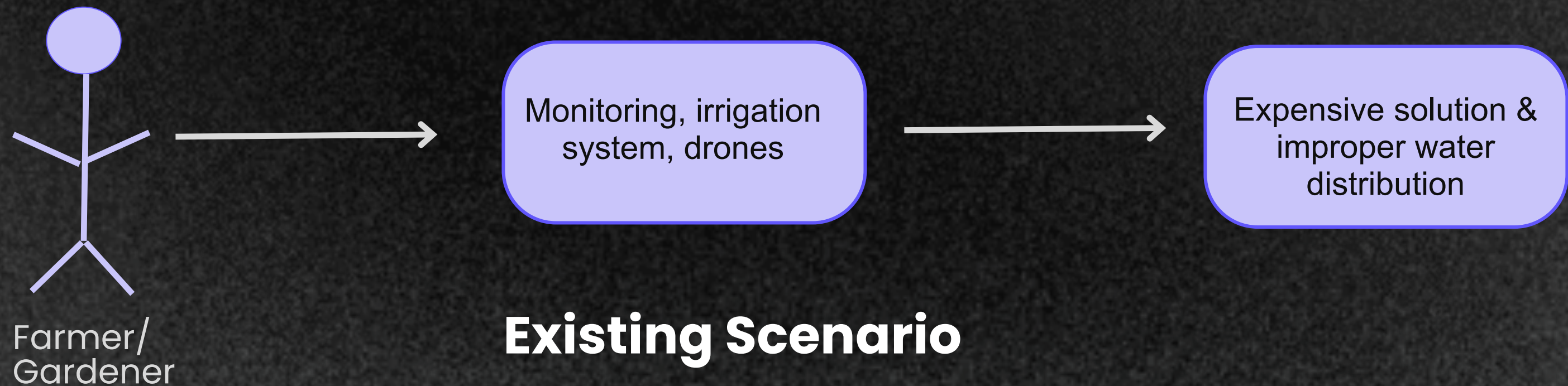
Team Number: 65





PROBLEM SOLVED

- ✦ Due to urban dweller's hectic schedules, tree planting rates decline globally.
- ✦ Absence of an affordable solution for farmers to easily set up and manage diverse ESPs for monitoring crop conditions.





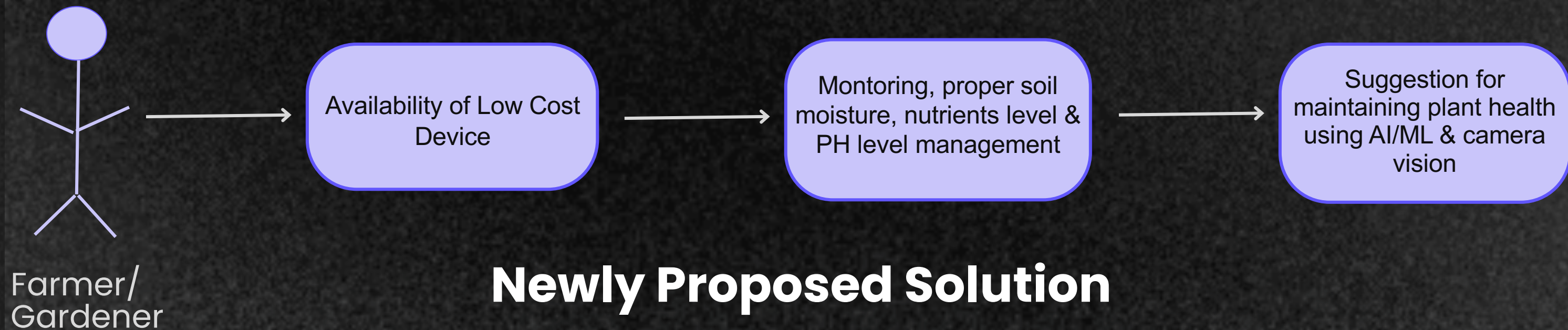
PROPOSED SOLUTION



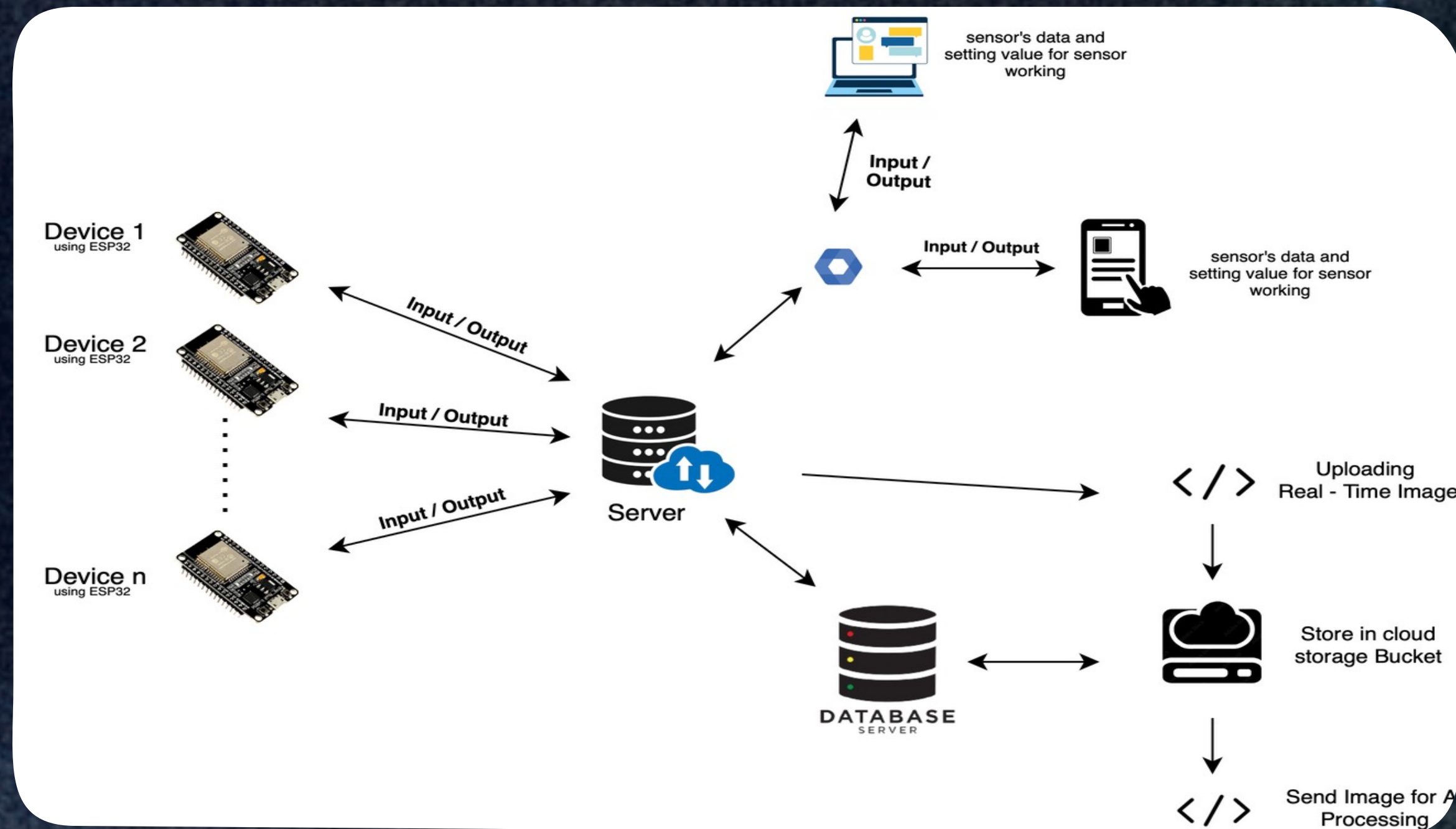
Ensure affordability and accessibility by utilizing cost-effective hardware components for monitoring and nutrient administration devices



Establish a centralized control platform, like a web-based dashboard or mobile app, enabling farmers to remotely monitor crop status (Soil Moisture, Nutrient level, Ph value etc).



ABSTRACT OF SOLUTION





TECH STACK



Arduino IDE



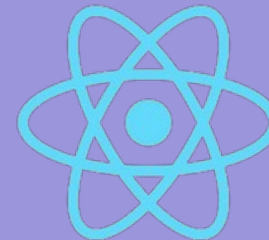
MongoDB

EXPRESS Js

Express JS



Node JS



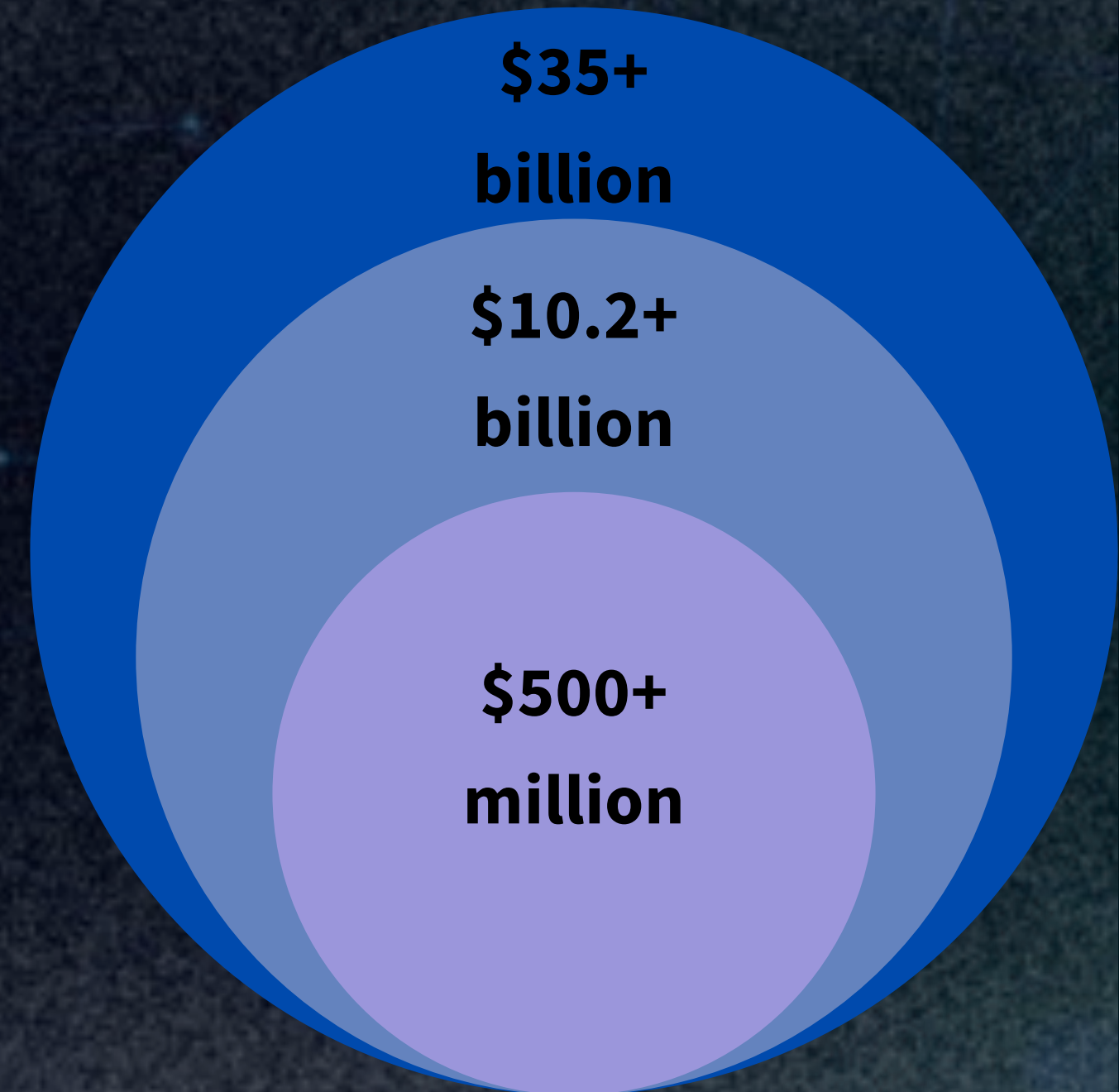
React



Redux

MARKET STUDY

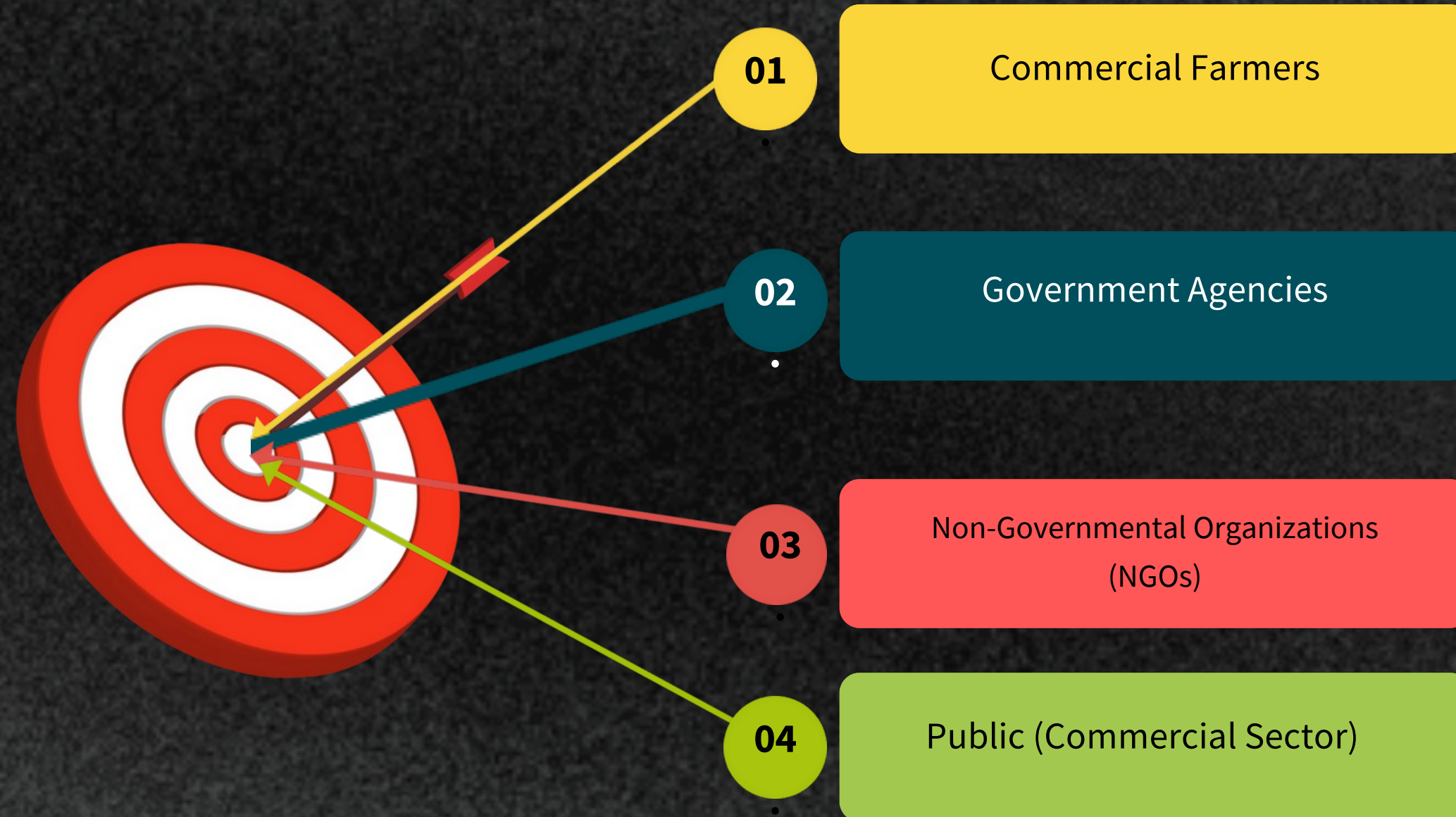
- Fully diluted market as of 2024
- Fully diluted market as of 2024 in India
- Our initial market size



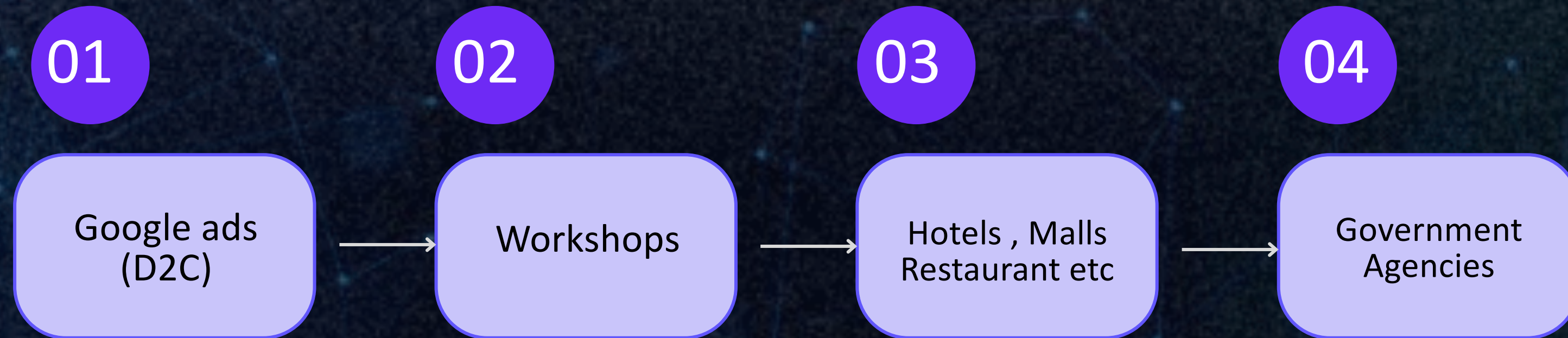


TARGET AUDIENCE

Who are the customers you want to cater to?



GO-TO MARKET STRATEGY



D2C

LEAN CANVAS

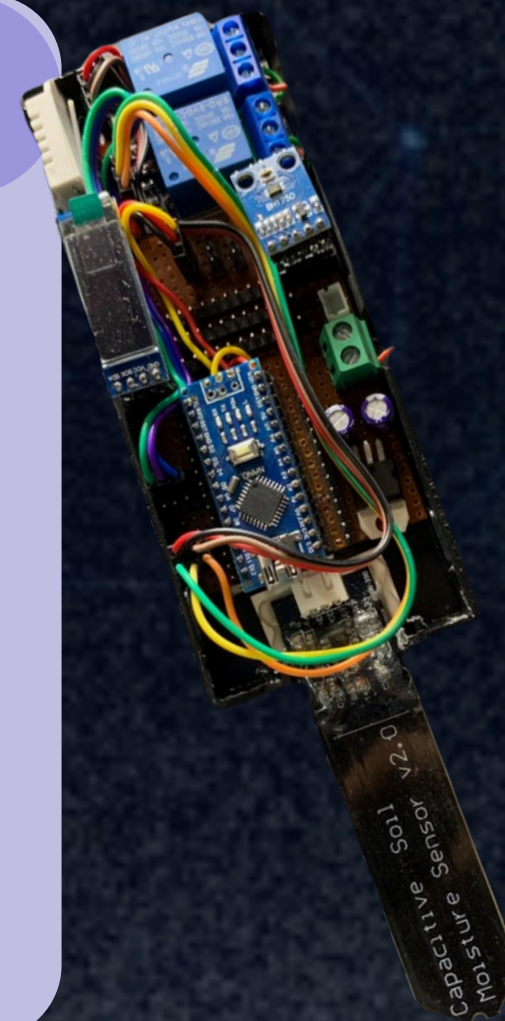
<p><u>PROBLEM</u></p> <ul style="list-style-type: none"> • Urban dweller's busy schedules • Global Decline in Tree Planting • Worsening Pollution and Public health • Lack of cost-effective & user-friendly hardware • Improper irrigation system 	<p><u>SOLUTION</u></p> <ul style="list-style-type: none"> • 24/7 Plant Monitoring System • Cost-effective IOT based device • Cost-effective IOT based device • Seamless integration of hardware with software • Controlled nutrient administration 	<p><u>UNIQUE VALUE PROPOSITION</u></p> <ul style="list-style-type: none"> • <u>Seamless Integration:</u> Seamless integration of market-purchased crop monitoring device & software. • <u>Cost effective solution:</u> Cost effective & user-friendly device • <u>Customised Device for Different Species:</u> AI/ML integrated with software provides customisation for different plant species • <u>24/7 Plant Monitoring:</u> 24/7 plant monitoring system 	<p><u>UNFAIR ADVANTAGE</u></p> <ul style="list-style-type: none"> • proprietary technology to cohesive system • proposed solution to outperform others or avoid replication 	<p><u>CUSTOMER SEGMENTS</u></p> <ul style="list-style-type: none"> • B2B: Malls, Hotels, Restaurants , NGOs • B2C: Farmers and General Public • B2G: Government Agencies like: Agriculture research services
<p><u>COST STRUCTURE</u></p> <ul style="list-style-type: none"> • server cost • manufacturing • advertisement • Subscription 	<p><u>KEY METRICS</u></p> <ul style="list-style-type: none"> • Customer Retentions • Customer acquisition • Track Progress 		<p><u>CHANNELS</u></p> <ul style="list-style-type: none"> • Advertisements • Government Agencies • Workshops • Social Media 	<p><u>REVENUE STREAMS</u></p> <ul style="list-style-type: none"> • Selling Hardware • Software Subscription • Hardware maintenance • Renting Hardware • Partnership

PROTOTYPE COSTING

Hardware Cost

3000 INR

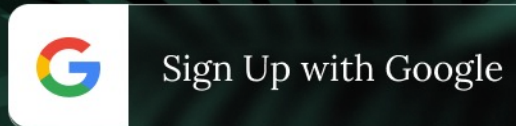
One time purchase cost



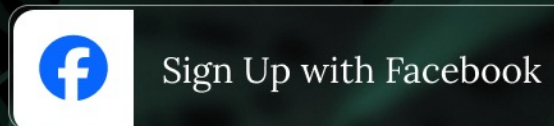
SCREENSHOTS / IMAGES

Register

Create your new account



or



Please enter your details

Enter Your Name

Enter Your Email ID

Enter Your Password

Already have an account? [Login](#)

Sign Up



Welcome Back!



or



Please enter your login details

Enter Email Address

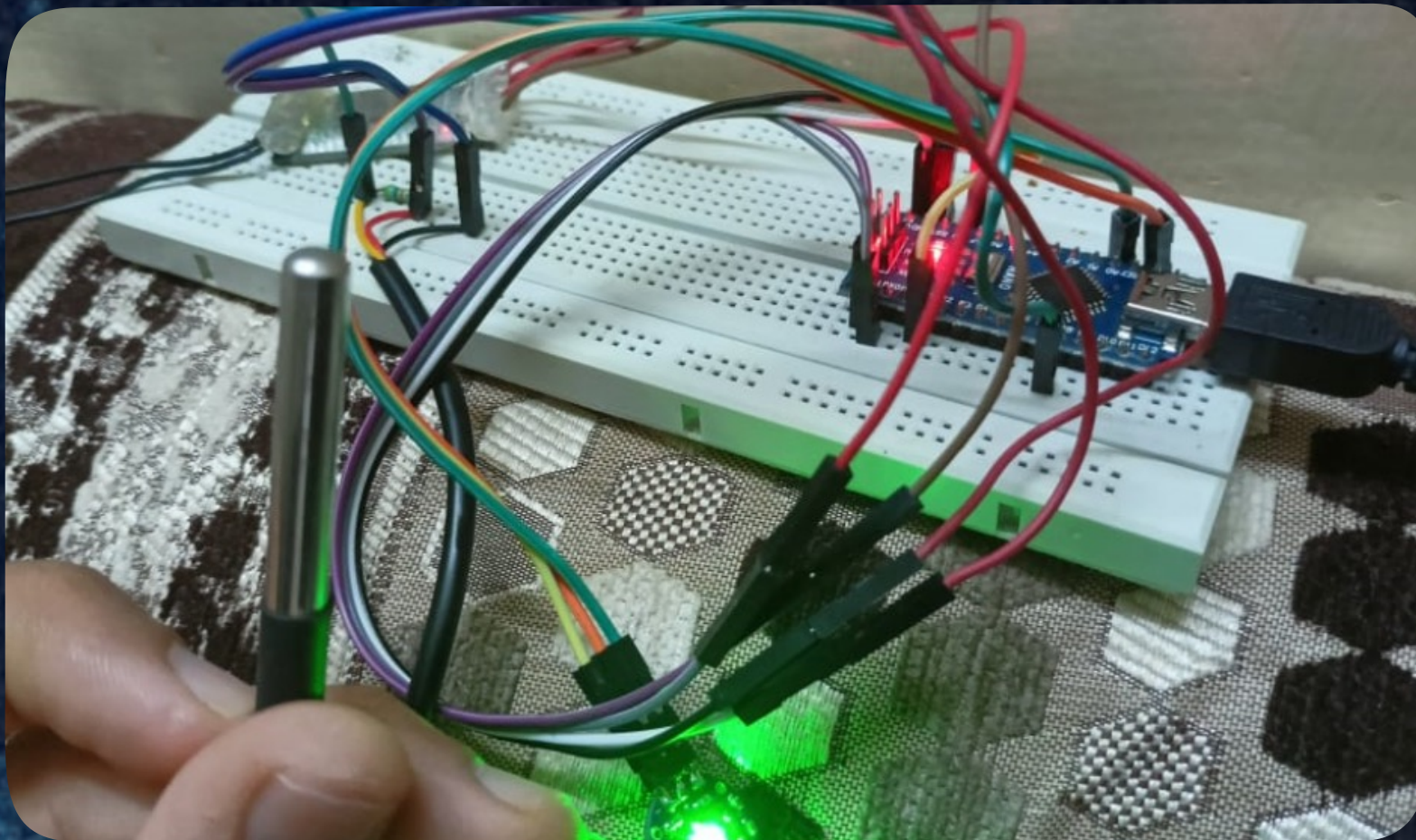
Enter Password

[Forgot Password?](#)

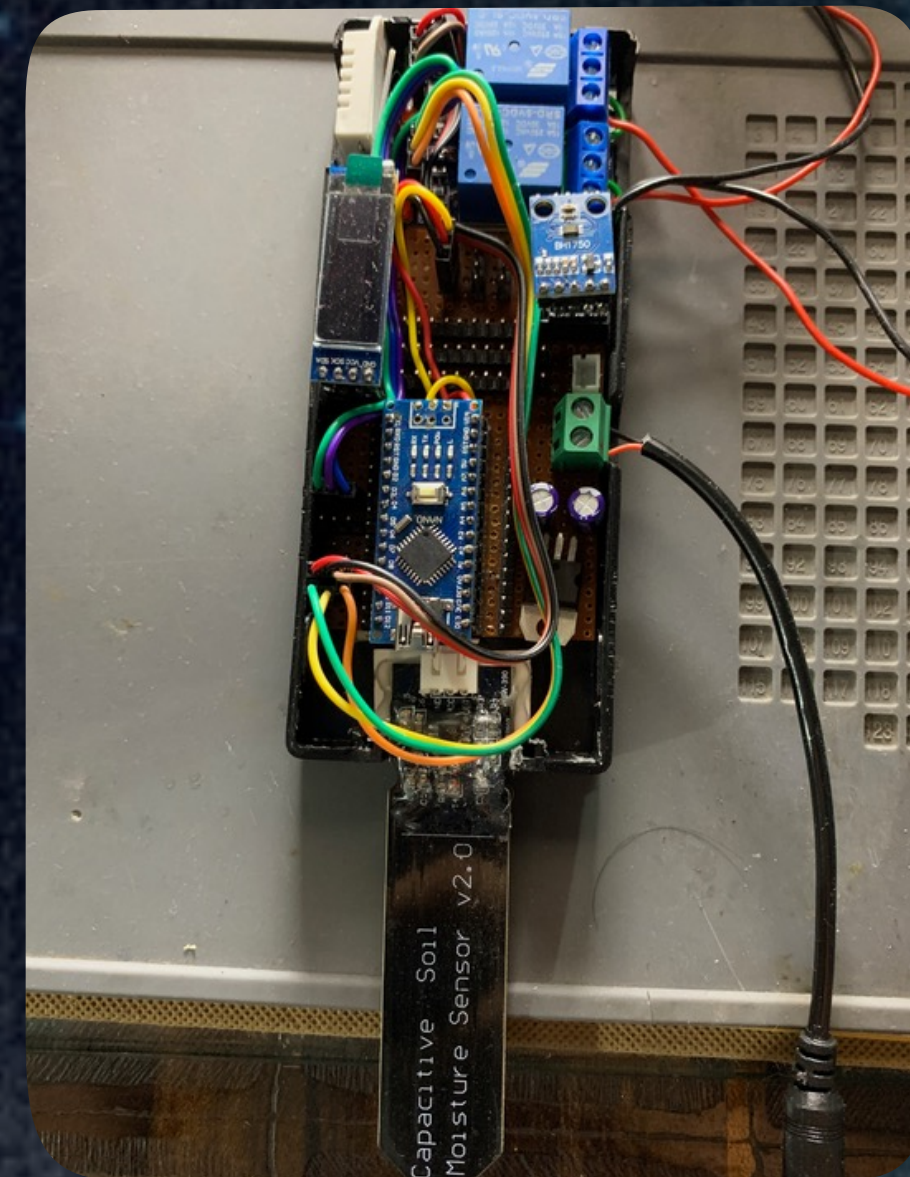
Login

Don't have an account? [Register](#)

INITIAL STAGE




CURRENT STAGE



Gardening is a way to a healthy life.


We help realize your dreams in making gardens, let's start with small things that can change the world, so you can enjoy the fresh air forever.

Get Started



How We Work

- 24/7 Plant Monitoring
- Testing in Real World Environment
- Research & Analysis for Plant Dataset




Sudesh Pahal
Professor

★★★★★

I am overwhelmed by the prospect of integrating IoT technology into the farms. However, IOT Agritech's platform made the transition seamless and straightforward. Their innovative solutions have not only improved the efficiency of the farms but have also significantly increased my yields while reducing resource waste.


Our Team

Our team IOT AGRITECH dedicatedly aims to expertise in agriculture and technology to revolutionize farming practices. We're committed to empowering farmers with innovative IoT solutions for greater efficiency, sustainability, and success.




Sneha Gupta
FOUNDER

As the visionary founder of IOT AGRITECH, Sneha Gupta brings a unique blend of passion, expertise, and innovation to the table and has spearheaded the development of groundbreaking IoT solutions tailored to the needs of modern farmers.



Adarsh Goyal
CO-FOUNDER

As the co-founder of IOT AGRITECH, Adarsh Goyal brings invaluable expertise and a shared vision for innovation in agriculture and complements the team with their strategic insights and technical prowess.




IOT AGRITECH

Navigation

About Us

Account



IOT AGRITECH


Home About Contact

Sign Up Login

Select the No. of Devices You want to Connect


DEVICES

Submit



IOT AGRITECH

Social Networks



Navigation

Home

About

Contact

About Us


FAQ

Contact Us

Account

Sign Up

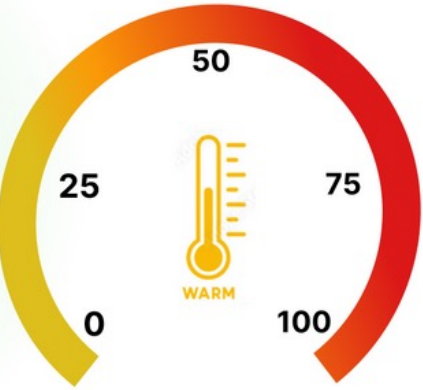
Login



IOT AGRITECH

Home About Contact

Sign Up



50 25 0 75 100

WARM

Devices

7

S.No	Device Name	Temp
01.	Tomato	35 F
01.	Tomato	35 F
01.	Tomato	35 F

BVCOE, NEW DELHI
IEEE STUDENT BRANCH

The Team Behind Us



Adarsh Goyal
Co-Founder



Sneha Gupta
Founder



Thank You

