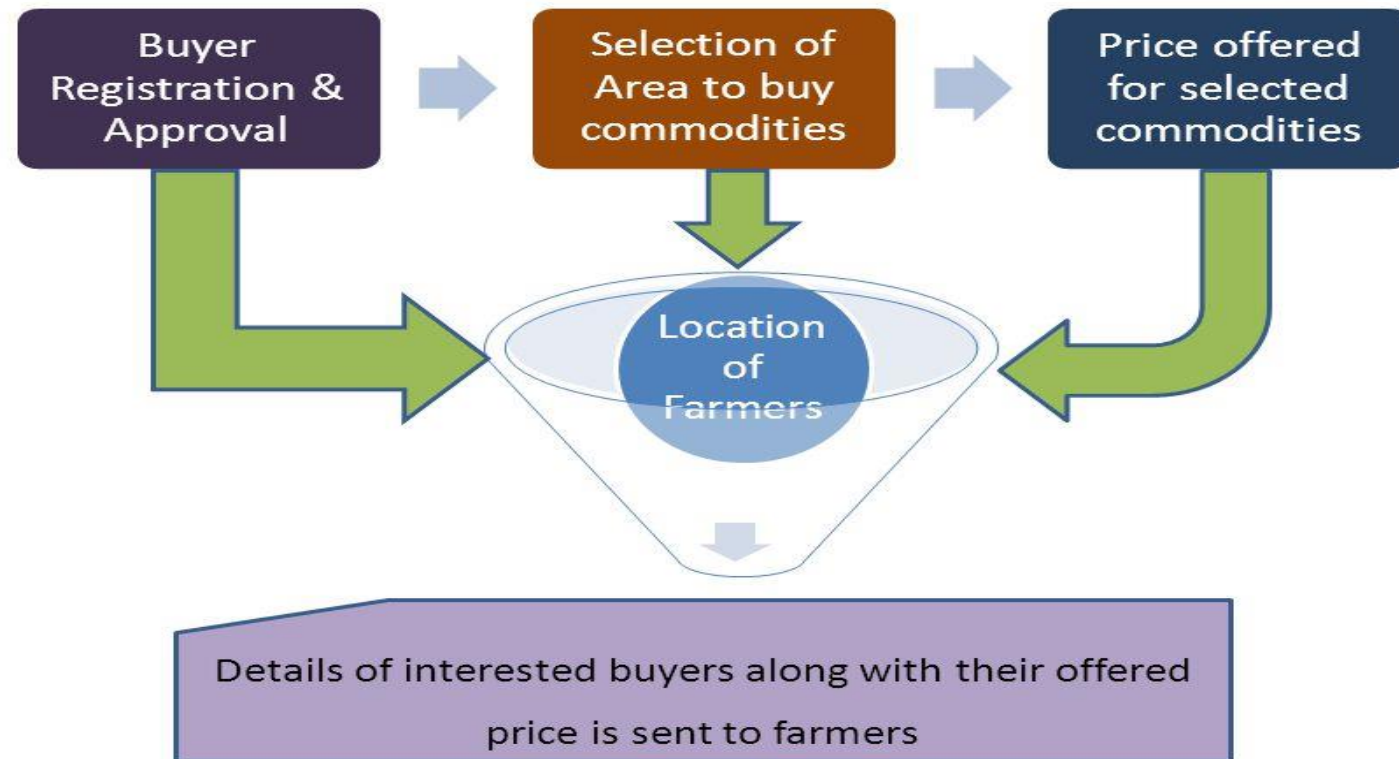# PARIVARTAN

"Agriculture with new Perspective"

THE CHALLENGE:

- Agricultural marketing MUST BECOME MORE EFFICIENT AND SUBSTAINABLE of it is to provide enough food for a growing world population, but the major problem faced is lack of proper agriculture marketing and inadequate storage facilities.

PROBLEM TITLE

AN INNOVATIVE PLATFORM TO SELL THE PRODUCE AT A BETTER RATE.

ELEVATOR PITCH

- VISION:

- A system that provides an interface to sell their produce and connect with the buyers all over india.

MISSION:-

We ignite the opportunity for farmers a better price for their produce.

SOLUTION: WHY PARIVARTAN ?

- A cloud based application that will help connect large number of small holder farmers with multiple buyers leading to minimize the middleman's margins and farmers transaction costs.

- Our System provides **Segmented size of the operation** (Gross Farm Income or based on number of acres farmed)

- **Direct Funding Broadcast** for farmers to sell their goods directly without having the interface of dealers , vendors, retailers which is major beneficial where they can introduce their own rate.

- Support farmers by providing **Multi-Lingual Languages** for their easy access through the sections & a GOOGLE TRANSLATE for farmers (to facilitate dialogues between the farmers and citizens)

- System that produces details to farmers **on Weather patterns that could impact the crop, possible pest attacks, weather warnings.**

- Steps for producing high yield that are specific for a farmer based on the local regional terrain ,weather scenario, rather than generic guidance

SOLUTION DEVELOPMENTS

- Provide farmers around the world with vital information on which to base their work decisions

- Steps for producing high yield that are specific for a farmer based on the local regional terrain ,weather scenario, rather than generic guidance

- Better Farmer Financial Inclusions for planning out loans, interest and managing his costs

- Registration for farmers onto our website to receive information via mobile.

- Better crop produce and farmers have better income with perspective guidance.

- Ask a question interface and options to search for the information.

TECHNOLOGY

- A digital technology to transform agriculture to double farmers income: of mobile applications to disseminate valuable information regarding farming, sending crop related advisories through SMS and online portals

- Big Data Analytics: By giving real-time insights. Help farmers identify their techniques are working, are their inputs correct and what do they need do prepare for in case of weather changes.

- Launching an online trading platform, improve/create scientific storage capacity.

- Introduce soil heath card schemed and providing subsidies

- E-Commerce

- Payment methods

MARKETING APPROACH & STARTEGIES FOR OUR BUISNESS

Gather & analyze reliable Market data:

- Provide personal & demographic information

- Analyze crop type & Rotation Pattern

- Relationship with other growers

- Distinction between acres owned vs. operated vs. owned and operated

- Grain bin count & capacity

- Acreage & Geospatial imagery of the operation.

MARKET OPPORTUNITY: MARKET SIZE AND CUSTOMER BASE

- Identifying the farmers ideal markets

- Integrate marketing channels to increase and enhance our website promotion.

- Growing the overall market share among the current ideal buyer personas

- Increasing the wallet share among the current customers, either with new products driven in the market or through upselling.

- Expanding the foot print of farmers into new markets and segments of farmers, whether that be geographically or demographically (ex-age,gender etc)

- Measure results and analyze to improve future campaigns(i.e impression and conversion can be tracked through mail,social media or programmatic adverstising.

TEAM

Deepa RM

3rd Year,CSE

Sapthagiri College of Engineering

• Team Leader

Deepika.S

3rd Year,TCE

Dr.Ambedkar Institute of technology

• Team worker

Rajkumar Kalavacherla

Msc Computer Science

Idea Pitcher & web Developer

INVESTMENT FUNDS
SAMPLE TABLE:

EMPLOYEES	SALARY	SERVER CHARGES	SECURITY
15	20,000	50,000	high

TOTAL=2 LAKH APPROX

Category 2

- Selling the shares and maintaining the same amount of company without loosing
- Creating more new shares in the company
- Acquisitions , mergers

Category 3

Investments aimed at short term returns
Implementing required complex trading strategies and creating own investment from trading
PIPE funds (private investment in public equity)

Startup Lifecycle
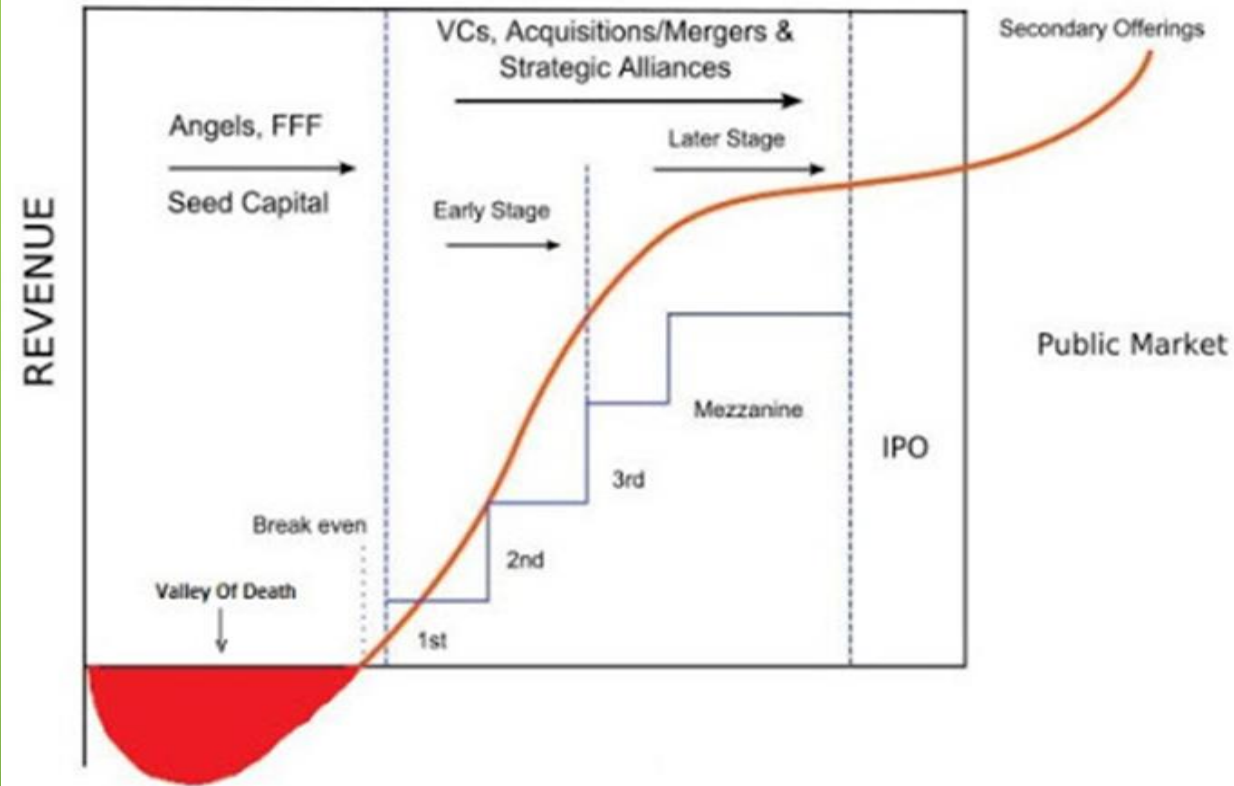
Category 1

- Venture capitalists (they willingly search for such startups to put their money into these , hence named as capitalists)
- Infrastructure fund
- Angel fund(from angel investors)
- Social venture fund

A FINANCIAL PROJECTION BASED ON APPROXIMATE DATA SIMULATED GRAPH FOR OUR STARTUP

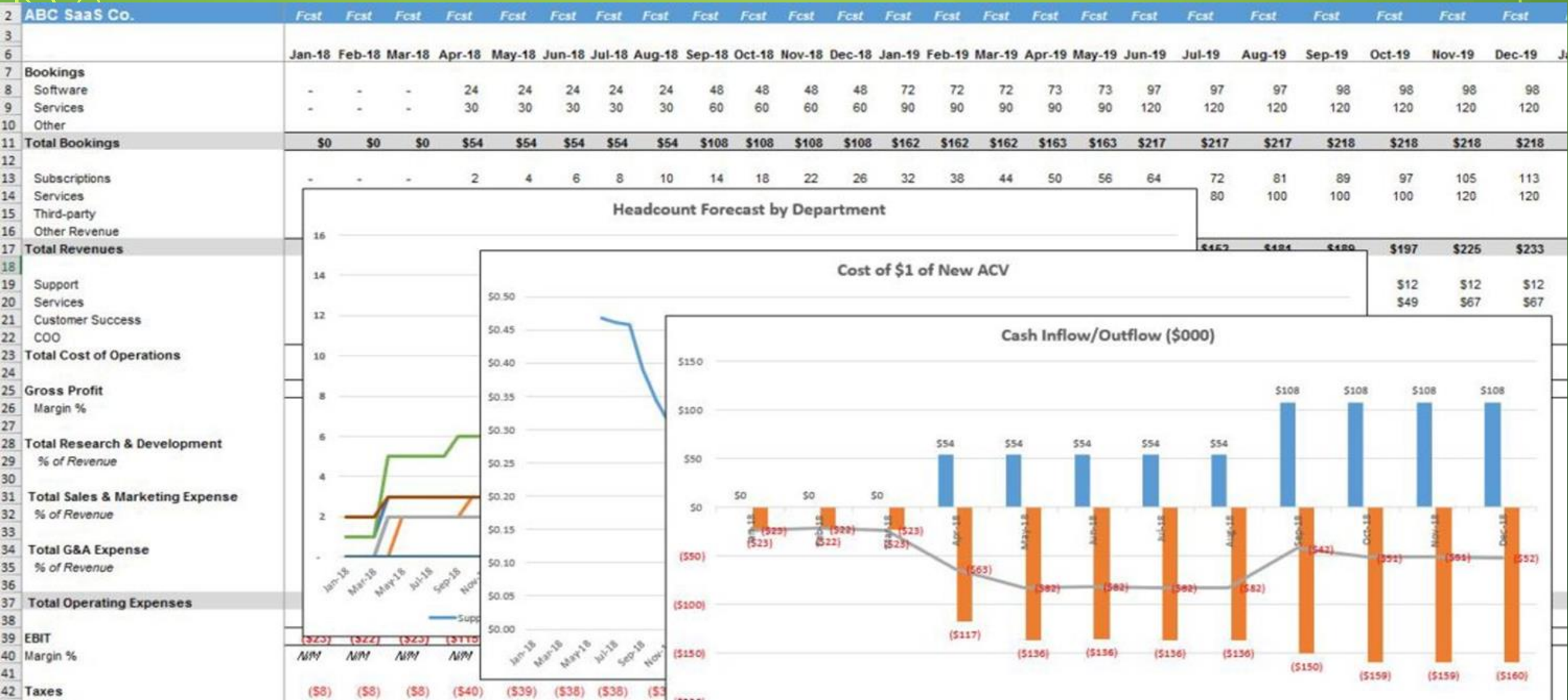| ABC SaaS Co.	Fcst	Fcst	Fcst	Fcst	Fcst	Fcst	Fcst	Fcst	Fcst	Fcst	Fcst	Fcst	Fcst	Fcst	Fcst	Fcst	Fcst	Fcst	Fcst	Fcst	Fcst	Fcst	Fcst	Fcst
	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19
Bookings																								
Software	-	-	-	24	24	24	24	24	48	48	48	48	72	72	72	73	73	97	97	97	98	98	98	98
Services	-	-	-	30	30	30	30	30	60	60	60	60	90	90	90	90	90	120	120	120	120	120	120	120
Other																								
Total Bookings	$0	$0	$0	$54	$54	$54	$54	$54	$108	$108	$108	$108	$162	$162	$162	$163	$163	$217	$217	$217	$218	$218	$218	$218
Subscriptions	-	-	-	2	4	6	8	10	14	18	22	26	32	38	44	50	56	64	72	81	89	97	105	113
Services																			80	100	100	100	120	120
Third-party																								
Other Revenue																								
Total Revenues																				$162	$184	$197	$225	$233
Support																						$12	$12	$12
Services																						$49	$67	$67
Customer Success																								
COO																								
Total Cost of Operations																								
Gross Profit																								
Margin %																								
Total Research & Development																								
% of Revenue																								
Total Sales & Marketing Expense																								
% of Revenue																								
Total G&A Expense																								
% of Revenue																								
Total Operating Expenses																								
EBIT	($23)	($22)	($23)	($118)																				
Margin %	NM	NM	NM	NM																				
Taxes	($8)	($8)	($8)	($40)	($39)	($38)	($38)																	

Headcount Forecast by Department

Cost of $1 of New ACV

Cash Inflow/Outflow ($000)

A VIDEO PITCH LINK OF PARIVARTAN

- https://drive.google.com/file/d/1QPGt16jUlNa-Jm4C9sFRbj2greuE75tV/view?usp=sharing