

Capstone Project Plan: Farmer → Consumer Fresh Food Platform

Document Format: Word / Google Docs ready structure

1. Project Overview

Project Title: Farmer → Consumer Fresh Food Platform

Objective: Build a platform where farmers can sell fresh products directly to consumers, removing middlemen and ensuring fair prices.

Key Benefits: - Farmers earn 20–30% more than current middleman system. - Consumers buy fresh products at lower prices. - Transparency and trust in the supply chain.

2. Problem Statement

- Farmers in Bangladesh often receive low prices due to middlemen.
 - Consumers pay higher prices for fresh food but face quality and freshness issues.
 - Existing platforms do not provide a fully direct farmer-to-consumer experience.
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3. Solution

- A web/app-based platform connecting farmers directly with consumers.
 - Farmers can list products (vegetables, fish, meat, dairy, etc.).
 - Consumers can browse, order, and pay online.
 - Transparent pricing: Farmer price + delivery cost = Consumer price.
 - Admin panel for quality control and verification.
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4. Technology Stack

- **Frontend:** React + Tailwind CSS
- **Backend:** Node.js + Express
- **Database:** MongoDB
- **Payment Integration:** Bkash / Nagad (future)
- **Features:**
 - Farmer Dashboard
 - Consumer App / Website
 - Admin Panel
 - Order Tracking

5. Business Model

- **Commission Model:** 5–10% per transaction.
 - **Delivery Fee:** Charged to consumers (15–25 BDT/order).
 - **B2B Bulk Orders:** Restaurants, hotels, supermarkets.
 - **Future Add-ons:** Subscription, value-added products (processed foods).
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6. Roadmap

Capstone Phase (0–6 months)

- Build MVP and basic prototype.
- Limited farmer and consumer onboarding.
- Focus on platform functionality and trust-building.

Pilot Project (6–12 months)

- 10–20 farmers, 50–100 consumers.
- Test orders, delivery, and platform performance.
- Collect feedback and data.

City Expansion (1–2 years)

- Launch mobile app.
- Expand to multiple city zones.
- Introduce B2B orders.

Nationwide Growth (2–4 years)

- Cover multiple cities and districts.
- Increase farmer and consumer base significantly.
- Optimize logistics and delivery.

Long-term / Export (5+ years)

- Agro-processing units.
 - Export products internationally.
 - Implement AI/IoT for demand prediction and farm quality monitoring.
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7. Funding Plan

- **Seed Funding Requirement:** \$5,000–\$10,000
- **Use of Funds:**
- Platform development

- Farmer onboarding & training
 - Logistics & delivery setup
 - Marketing & awareness campaigns
 - **Potential Funding Sources:** Government grants, NGOs, angel investors, startup competitions.
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8. Impact

- Farmers receive fair prices.
 - Consumers save money and get fresh food.
 - Transparency in the supply chain.
 - Social impact attracts potential investors and government support.
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9. Timeline & Earning Projection

Phase	Duration	Farmers	Consumers	Revenue (approx)
Capstone / Prototype	0–6 months	5–10	20–50	\$0
Pilot Project	6–12 months	10–20	50–100	\$50–\$200/month
City Expansion	1–2 years	100–500	1,000–10,000	\$500–\$2,000/month
Nationwide Growth	2–4 years	1,000–5,000	50,000–500,000	\$5,000–\$20,000/month
Long-term / Export	5+ years	5,000+	500,000+	\$50,000+/month

10. Closing Statement / Tagline

"Empowering Farmers, Feeding Consumers, Building a Transparent Agro-Tech Ecosystem"