

Define CS, fit into CC	1.CUSTOMER SEGMENT <ul style="list-style-type: none"> Farmers Grocery Stores Restaurants 	6. CUSTOMER CONSTRAINTS <ul style="list-style-type: none"> Climate Change Carbon footprint Decrease in biological diversity 	5. AVAILABLE SOLUTION <ul style="list-style-type: none"> Poor internet connection: Distributed connectivity to the cloud Tethered Eye helium balloons 	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <ul style="list-style-type: none"> <u>Poor internet connection:</u> The Ultra High Frequency (UHF) and Very High Frequency (VHF) broadcast bands are also capable of multiplying the strength of Wi-Fi signals. <u>High hardware cost:</u> Tethered Eye helium balloons are used ,this approach helps reduce hardware costs while facilitating more precise data collection. 	9. PROBLEM ROOT CAUSE <ul style="list-style-type: none"> Poor internet connection in farms. High hardware cost. Distributed connectivity to the cloud 	7. BEHAVIOUR <ul style="list-style-type: none"> <u>Distributed connectivity to the cloud</u> farmers need to embrace technologies that facilitate data-driven operations in order to improve yield, reduce operational costs, and ensure environmental sustainability. By helping farmers overcome these challenges for implementing IoT technology in rural areas, FarmBeats can help farmers realize all of the benefits of farming with data. 	Focus on J&P, tap into BE, understand RC
	3. TRIGGERS <ul style="list-style-type: none"> Better soil health Minimized application of inputs Mitigate leaching problems Increased reliability of spatially explicit data will reduce risks. 	10. YOUR SOLUTION The technological dimension of vertical farming-and in particular, the adv 'smart' glasshouses-is likely to attract growers eager to work with emerging com and big-data technologies such as AI and the Internet of Things (IoT).	8. CHANNELS of BEHAVIOUR 8.1 Online <ul style="list-style-type: none"> Monitor the condition Collect crucial data 8.2 Offline <ul style="list-style-type: none"> Live stock management Sustainability 	Identify

<div>4. EMOTIONS: BEFORE / AFTER</div> <div>4.1 Before<ul style="list-style-type: none">Financially unstableStress about fields</div> <div>4.2 After<ul style="list-style-type: none">Stable profitNo frustration</div>			
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