**CHAPTER 1: Refining the Business Model, Product and Services**

**1.1 Pivoting:**

A pivot usually occurs when a company makes a fundamental change to their business after determining (usually through market research) that their product isn't meeting the needs of their intended market.

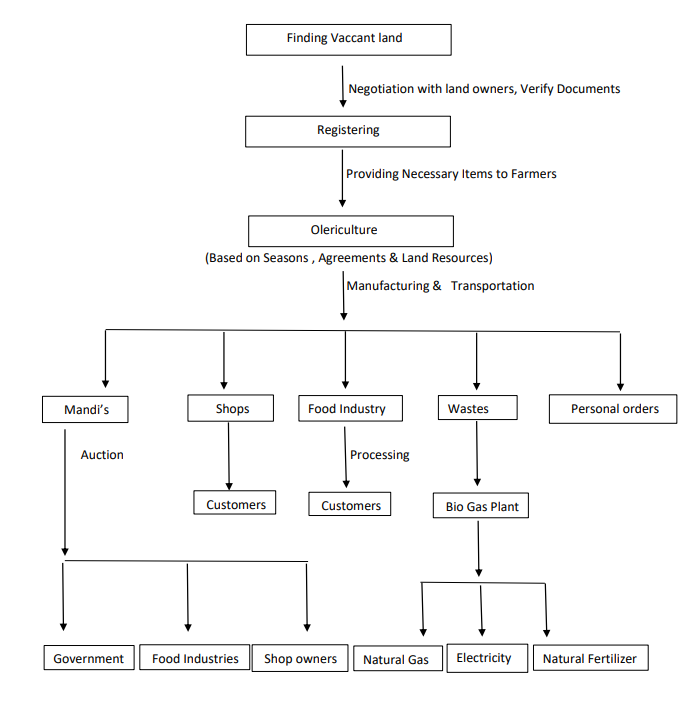
A pivot in business is a change in strategy or direction, usually in response to new information or adaptation to market conditions. Companies pivoting to better satisfy the consumer's needs, or to change their target audience to sauce sales. Pivots can be small, like changing the price of a product, or large, like altering the core product or even the entire business model.

A ‘pivot’ in its simplest definition is a change of direction. A business is started with one specific idea with a business model wrapped around it. As the business gains momentum and grows, somehow that original idea just isn’t working. Somehow, the results that were envisioned just aren’t working out. So, a change in strategy or the business model is changed - focused on a new direction - thus the term ‘pivot’.

Business model innovation in startups is a crucial topic for young firms, since the probability that startups create a first business model that immediately works without any errors in an environment of high uncertainty is often low. Although it is easier for startups to implement a new business model because of their agility; they often have just one shot to pivot due to limited financial resources. By applying an exploratory multiple case study approach, six factors that influence the pivoting process in startups were identified.

These are: (1) role of founders, (2) sustainability of the BM, (3) cash and financing, (4) market conditions, (5) business financials, and (6) new technology. Further the impact of these key factors on the pivoting process of the firms under study is discussed. In total, our study emphasizes the importance of the identified triggers and influencing factors for a successful pivot

**1.2 Two Business Models**



* Our Business Models are designed to improve farmers life style. The current farming industry is very unstable. The current system drains lot of money from the farmers so,

We want to improve this system such that the farmers would get more benefits than the current system.

* Our company would handle the farming as well as the middle-man job, we would employ the farmers into our company so that they would get monthly income based on the previous cultivation reports. The lands of the farmers in our company are used to cultivate food items primarily using a mixed farming system.
* Our company also ties up with farmers and land owners for the fields which can grow vegetable and fruits items.
  + Farmers who are willing to grow crops will tie up with them and give them monthly wages and all equipment for the need.
  + Landowners who have unused land we give them monthly income and check all papers so that it will not cause any problem once all formalities are done we will send our team for unused land for which seeds will be best and we will also include employees for farming job and give them daily wages and compensation.
* We would then also replace the middle-man from the current system buy selling our product directly in the market.

**1.3 Analyze Business model of competitors**

Agriculture, a vital sector of the Indian economy, has a great importance. According to the Ministry of Agricultural and Farmers Welfare, agriculture and related industries provided 20.2% of the country's Gross Value Added in FY 2020-21 at current prices. According to the media, the Indian agriculture sector will be worth US$24 billion by 2025.

There are few agriculture companies in India:

## **Godrej Agrovet Limited :**

Godrej Agrovet Limited, a subsidiary of the well-known Godrej Corporation, was founded in 1990.The Oil Palm Plantation (OPP) Division of Godrej Agrovet Ltd.was honored with the Bombay Civic award for Sustainable Environment Initiatives by the Bombay Chamber of Commerce and Industries. Godrej Agrovet Limited is a diversified, Research & Development focused agri-business company, dedicated to improving the productivity of Indian farmers by innovating products and services that sustainably increase crop and livestock yields.



## **Bombay Burmah Trading Corporation Ltd :**

The Bombay Burmah Trading Corporation, Limited (BBTCL) is a 150-year-old company. It has made its fortunes on teak since becoming a public corporation in 1863.The BBTCL Group has a combined annual turnover of 1.2 billion dollars. Tea, coffee, other plantation products, biscuits, dairy products, auto electric and white goods parts, weighing products, horticulture and landscaping services, and healthcare products are among the company's product categories (such as dental, orthopedics, and ophthalmic products).



**Raghuvansh Agrofarms Ltd**

Since its inception in 1995, the Company's principal business has been agricultural operations. The Company grows a variety of organic fruits and vegetables in addition to organic veggies, organic grains, and organic cereals. The Company's integrated operation grows, processes, and distributes agricultural produce.

The company also produces, sells, and manufactures organic manure and dairy products in addition to those businesses.



#### 

**ITC Agri Business**:

ITC Agri Business is one of the leading domestic players and exporters of numerous agricultural commodities. It works with farmers to improve the productivity and quality of various crops and sources the finest of Grains, Oil Seeds, Pulses and a range of value-added agri products such as Processed Fruits, Coffee and Shrimps across multiple geographies in India. Backed by decades of expertise, the business deploys customized infrastructure and technology to supply these products to discerning customers in India and over 60 markets worldwide.

#### 

**1.4 New Customer segment:**

Farmers Who owns land but doesn't have financial support.

Farm land owners who cant cultivate in their farms.

* We will be using our company workers and equipment’s
* All the transportation and marketing are done by company.
* Landowners will be getting a monthly salary based on the agreement.

And the customers who need farm produce.

* We will sell the products which are cultivated from the lands handled by our company.
* We will sell our products directly to the customers without any middleman.
* Organizations that need agricultural produce.

**1.5 Product Manager – Role and responsibilities**

A product manager is the person who identifies the customer need and the larger business objectives that a product or feature will fulfill, articulates what success looks like for a product, and rallies a team to turn that vision into a reality

### **Product manager responsibilities**

Specific responsibilities vary depending on the size of the organization. In larger organizations, for instance, product managers are embedded within teams of specialists. Researchers, analysts, and marketers help gather input, while developers and designers manage the day-to-day execution, draw up designs, test prototypes, and find bugs. These product managers have more help, but they also spend more time aligning these stakeholders behind a specific vision.

**Human Resource dept:**

* Human resources (HR) is the division of a business responsible for finding, screening, recruiting, and training job applicants.
* HR also administers employee-benefit programs.
* A human resources department also handles compensation and benefits, and employee terminations

**Analytics Department:**

* Building big data collection and analytics capabilities to uncover customer, product, and operational insights
* Analyzing data sources and proposing solutions to strategic planning problems on a one-time or periodic basis
* Providing data-driven decision support
* Developing analytics models and insights for customer- or employee-facing applications to drive efficiency or revenue

**Employes :**

Our employees are farmers who will work under the company . They will do all the farming in the lands that are given to the company. We would also have daily wagers to work in fields.

**Transportation:**

Our business requires a huge amount of transportation to move products

as well as manpower from places to places.

**Marketing :**

The Marketing Department plays a vital role in promoting the business and mission of an organization. It serves as the face of your company, coordinating and producing all materials representing the business. It is the Marketing Department's job to reach out to prospects, customers, investors and/or the community, while creating an overarching image that represents your company in a positive light.

* Defining and managing your brand.
* Conducting campaign management for marketing initiatives.
* Producing marketing and promotional materials.
* Creating content providing search engine optimization for your website.
* Monitoring and managing social media.

**CHAPTER 2: Business Planning**

**2.1 Business Plan**

* We will approach the farmers and we will ask them to join our company. Where they can give their land which is unused for farming. The lands that are not used can also be registered, it the said land is able to be used in farming, then these lands can be made into useful facilities as cold storages.
* The farmers who want to work on their land and register themself as our employees. So the farmers may be asked to work on other land which are under our care.
* We will be registering their lands to our company, where we will be discussing the salary and we will form an agreement with the landowner.
* For these lands we will send our company workers to do farming.
* All the work is done by our company. And we will be providing all the equipment for farming.
* We will be giving a monthly salary for landowners. And the agreement stays for about minimum 5-25 years based on the years of agreement we will be providing help.
* The produce from these lands are taken by the company and we will be selling these products directly to buyers.

**2.2 Make a Sales Plan**

Our primary source of income is from the farm produce. By employing farmers we would assume that the consumers that traded with them will also continue doing so even after our involvement.

* **TRACK YOUR ORDERING**

Some common blockers prevent Farms from reaching their customers successfully. Suppose you receive orders through phone calls, emails, text messages, and Facebook messenger. This is a divided strategy and will be difficult to manage with ease and efficiency.

You need to have all product details, payment options, and Delivery preferences in one place. Your customers want an easy option for selecting their Delivery or Pickup options at the time of purchase and the ability to order anytime, anywhere. When Farmers can access all customer orders and information in one place, then it becomes much easier to coordinate your sales and make your marketing repeatable.

It can be challenging to keep track of seemingly disparate information about your business. Not to mention that it’s a big job to run marketing operations for your Farm, especially if you are doing the dirty work in the fields or the barn for much of the day. It’s worth considering how to track your customer orders and make it repeatable to save time and increase order volume potential.

* **BE CONSISTENT**

The messaging and imagery you use is how you create your online community and it’s how you showcase your products and tell your story. Assuming you have already done the groundwork of identifying your target customer, you can make a lot of headway just by posting regularly on social media and allowing customers to access your inventory across channels.

**2.3 Make a People Plan for your venture.**

The farmers are our biggest assets and our liability. As the number of farmers that are taken under our wings increase, so will our profit. So we keep farmers' lives stable and better than they were before.

The farmers that have been registered with our organization will have an employee id card, this id card guarantees the offer on purchase from the market affiliated with our organization.

**2.4 Discuss Financial Plan and Revisit your Business Model**

A financial plan facilitates deciding if a concept is sustainable, after which keeps you on course to monetary fitness as your enterprise matures. It’s a vital part to a general marketing strategy and is made of 3 monetary statements—cash flow declaration, profits declaration and stability sheet. In your plan, every of these will encompass a short clarification or analysis. Key Takeaways A monetary plan facilitates you already know in which your enterprise stands and shall you make higher knowledgeable choices approximately useful resource allocation. A monetary plan has 3 foremost components: a coins float projection, income statement and stability sheet. Our monetary plan solutions critical inquiries to set and music development toward goals. Using monetary control software program offers you the gear to make strategic choices efficiently

**CHAPTER 3: Exploring ways to increase Revenue**

**3.1 Understanding Primary Revenue Source**

The primary source of income comes from the produce of the farm.Although the government has been giving top priority to increase farm income through various interventions, the SAS data shows a sharp deceleration in farm income in 2018-19 over its previous period 2012-13. Many price and market-related interventions are needed to increase farm income.

First, the government must move away from a production-centric approach to a market-centric approach. Experience shows that increased production of agricultural commodities does not guarantee enhanced income for farmers even in highly irrigated areas.

Farmer managed markets in States such as Tamil Nadu and Andhra Pradesh is a win-win for farmers and consumers. Therefore, producers’ markets should be encouraged throughout the country to improve farm income and eliminate middlemen as underlined in the National Agricultural Policy of 2000.

**3.2 Exploring Customer Life Cycle for Growing Customers**

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**3.3 Exploring Secondary Sources of Revenue**

* **Bio waste for biogas**

The waste from the agriculture produce can be sold as biomass for biogas manufacturing.

* **Pickle**

Pickle is a form of juice made up of vegetables or fruits preserved in brine or vinegar. The global demand for packed pickles is snowballing, making it a viable fruit & vegetable business idea.

* **Poultry farming**

When starting a livestock farm, consider a fast-producing animal such as broiler chickens. People often want to raise laying hens, but broiler chickens are more quickly profitable. They’re right for profitable farming, in that they’re ready for market in six to nine weeks (depending on target weight) instead of nine months, like the eggs from laying hens.

* **Rabbits**

Another spectacularly fast-producing livestock species for a budding agriculturist seeking profitable farming is the rabbit. In roughly the same amount of time as broiler chickens, you can have rabbits ready for market—depending on the breed—in eight to 12 weeks.

* **Flowers**

Flowers work great toward profitable farming. They represent an excellent opportunity to make a lot of money on a small amount of space. They can be profitable quickly: In just a couple of months, you can have a garden full of cosmos, celosia, sunflowers, zinnias and other annuals to start filling vases and peddling to local businesses as well as at farmers markets.

**CHAPTER 4: Funding the Growth / Scalability**

**4.1 Funding Options for an Entrepreneur**

Many businesses fail due lack of funding. Money is the bloodline of any business. The long painstaking yet exciting journey from the idea to revenue generating business needs a fuel named capital.

We are also investing our own money in the company and whatever profit we are reinvesting in the company and Self-Finance may be best way we no need answer any question from the investors and banks on loans and also we need funds as founders must understand that raising startup funding is never easy, and usually takes longer so we are are approach investors through websites and they are key options to obtain startup funding businesses.

These are some steps:

STEP 1:

Find an investor Look for individual investors — sometimes called “angel investors” — or venture capital firms

STEP 2:

Share your business plan means the investor will review your business plan to make sure it meets their investing criteria

STEP 3:

Going through due diligence review means the investors will look at your company’s management team.

STEP 4:

Work out the terms explains If they want to invest, the next step is to agree on a term sheet that describes the terms and conditions for the fund to make an investment.

**4.2 Create your Funding Plan**

Every business has different needs, and no financial solution is one-size-fits-all. Your personal financial situation and vision for your business will shape the financial future of your business.

##### Your business plan is the foundation of your business. Learn how to write a business plan quickly and efficiently with a business plan template.

## Pick a business plan format that works. There's no right or wrong way to write a business plan. What’s important is that your plan meets your needs.Most business plans fall into one of two common categories: traditional or lean startup.

Traditional business plans are more common, use a standard structure, and encourage you to go into detail in each section. They tend to require more work upfront and can be dozens of pages long.



Lean startup business plans are less common but still use a standard structure. They focus on summarizing only the most important points of the key elements of your plan. They can take as little as one hour to make and are typically only one page.



## **Self Funding**

Self funding your business means providing the initial funds to start your business through your own personal means. Self funding your business may involve personal funds and assets, credit cards, and personal loans

* **Savings and Personal Funds**

For most startups, the first source of funding is often the owner’s personal savings and resources. Self funding your business is as easy as putting money from your personal account into your business bank account.

* **Credit Cards**

Another important source of funding for startups and small businesses are personal and small business credit cards.

## **Angel Financing**

Angel investors are typically individuals who invest in startup or early-stage companies in exchange for an equity ownership interest.

## **Crowdfunding**

Crowdfunding” is the practice of raising funding through multiple funders, often via popular crowdfunding websites. Crowdfunding gives startup entrepreneurs the opportunity to raise startup funding for their business, and can help a company promote its products or services.

## **Small Business Credit Cards**

## A number of credit card issuers specifically cater to the small business market, and many come with special benefits: cash back rewards, airline mileage points, and other perks.

## **Venture Capital**

## Startups seeking financing often turn to venture capital (VC) firms. These firms can provide capital; strategic assistance; introductions to potential customers, partners, and employees

## **Small Business Loans**

## Small business loans are available from a large number of traditional and alternative lenders.these loans are explained next steps.

**4.3 Preparing a Business Pitch Deck**

A pitch deck is a presentation that entrepreneurs and startups founders use to highlight their business, intrigue investors and potentially raise funding to grow their company.an investor or startup pitch deck is a presentation that you create to give investors a quick overview of your business and its growth potential.

Think of it as the vehicle that transports your business idea’s value proposition and potential from your mind to your audience’s minds. Because it plays a useful role in telling effective visual stories, you can’t undermine the role a solid pitch deck plays in convincing investors.

Getting early investment in your company can mean the difference between surviving and failing when it comes to startups. 90% of all startups fail, most often for budgetary reasons. The two main issues that top the list are an unviable business model and just plain old running out of money.

**CHAPTER 5: Building the A Team**

**5.1 Building a A Team**

Behind any business success lies a great team. This formula applies to startups as much as it does to international behemoths. A team exists to allow an endeavor to grow, scale, and thrive in a way that would be literally impossible for one person to do.

A successful team starts with hiring the right people—those who value working toward a common goal, are goal-oriented, and respect the hierarchical structure that most businesses require.

Once the right people are in place, the goal is to bring them together into a cohesive unit.

**5.2 Setting your Team up for Success**

### **Set organization goals and start planning**

### Leading managers rely on goals for their hiring and team management efforts. These serve as guides to help you to start thinking about how to meet business needs.

### **Define the roles within your team**

### Creating your plan will give you a list of business needs. Address them by defining who’s responsible for each aspect of your goal. These assignments translate to the specific roles your team needs.

### **Maximize the skills of your team member**

### A strong leader knows and utilizes the skills and strengths of each team member. Your goal is to do this with each employee individually while also identifying where people have complementary skills.

* **Promote individual development**

It's very likely that your team wants to continue to grow in their roles, capabilities, and career. Many will find life satisfaction in their work.Employee development can also help your team gain the skills the organization needs to continue on its growth trajectory

**5.3 Defining the role of a new hire.**

Roles and responsibilities are both necessary for the company’s growth and success. The role determines a person’s profile in a team, which indicates the areas of specialization of that person in certain tasks and job roles. In a team, we usually have members that specialize in different roles

### High Performance and Productivity can be achieved

### Clear and Honest Communication

### Having differing Ideas and Opinions

### Increases Collaboration

### Improves morale and discipline

### Team Progress

### 

**CHAPTER 6: Creating Branding and Channel Strategy**

**6.1 All about Branding**

“A brand is a name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers”

In very simple words, a product is what you sell, a brand is the perceived image of the product you sell, and branding is the strategy to create that image

Even if your competitors have competitive pricing, and a strong customer base, an outstanding startup branding can persuade customers to choose your company's products and services over those of competitors.

The internet makes it very easy for the organization to reach our business to reach the better reach to the vendor and also customers get to know about our company.

**6.2 Define your values; All about Positioning statements**

Successful companies center their purpose around a promise to their customers. They aim to create change, to influence the world, to improve lives. This helps promote a sense of loyalty towards the brand, making it much more likely to stand out and garner a strong following.

A brand's value proposition is communicated to its ideal customers through a positioning statement.Additionally, it places the brand's identity, mission, and distinctive qualities in the context of the customer experience.

**6.3 Create your Brand Name, Social Media Handler, and Logo; Identify your Right Channel.**

Brand Name:

The term brand refers to a business and marketing concept that helps people identify a particular company, product, or individual. Brands are intangible, which means you can't actually touch or see them

### Utilize Social Media

Social media presence is much more than a part of a good branding effort. It is the main platform for outreach and a major part of a brand’s online existence

LOGO:

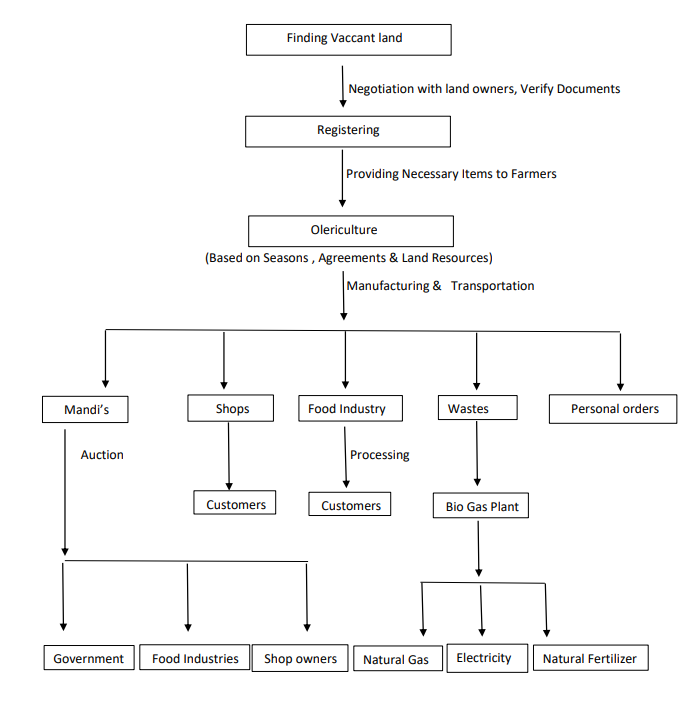
A logo is a symbol or design used to identify a company or organization, as well as its products, services, employees, etc.

In its simplest definition, a logo identifies. It’s how your company is recognized and remembered among others. It also functions as the face of your business.



Our logo is based on the food and plants which focus on developing India into a green nation. We consider agriculture as the heart of India so our logo is represented in a design of a heart which is made of plants and vegetables.

**Sample channel:**



**CHAPTER 7: Leveraging Technologies and Available Platforms**

**7.1 Leaping ahead with Technology**

Data-driven farming: By analyzing and correlating information about weather, types of seeds, soil quality, probability of diseases, historical data marketplace trends, and prices, farmers will make more informed decisions.

High yield seeds: high yield seeds will be used in the farms.

Hydroponics: It is a subset of hydroculture, is the method of growing plants without soil, using mineral nutrient solutions in a water solvent.

Algae Algae farmed in aquaculture sites can become a substitute for feedstock and fishmeal. Plus, algae is a more reliable source of feedstock. given that its availability is not dependent on catching fish. This provides producers greater control Over costs and the ability to forecast future investment or financial results thanks to the reduction of risk in aquaculture farming operations.

Vertical farming: It is one answer to providing high-quality produce sustainably. Vertical farming is the process of growing food in vertically stacked layers, producing food in challenging environments where suitable land is unavailable. Associated with urban farming. it uses soil, hydroponic, or aeroponic growing methods. The process uses 95 percent less water, less fertilizer and nutritional supplements, and no pesticides, while boosting productivity.

Drone technology: Drone technology will be used in Soil and Field Analysis, Crop monitoring, Crop Spraying and Irrigation

**7.2 Digital Marketing for your Startup**

Digital marketing, also known as online marketing, refers to advertising delivered through digital channels to promote brands and connect potential customers using the internet and other forms of digital communication such as:

* Search engines
* Websites
* Social media
* Email
* Mobile apps
* Text messaging
* Web-based advertising

**7.3 Plan a Social Media Campaign; Digital Collaboration**

Identify Best Social Media Marketing Channels for Your Startup

* Identify at first is ‘What are the best social media marketing channels.
* Platforms such as Facebook, LinkedIn, Youtube, Pinterest, Instagram, and Twitter.

## Focus on Target Market

* The right zones of the right audience to extract some sales.
* Facebook’s target audience feature is the best when it comes to market

## Do Live Video Streamings

* Live Video streaming has gained immense popularity in the past year and it helps startups to directly interact with their audience without any obstacle in between.
* In this way, you can gather live reviews and comments from your customers that also builds the trust of people on your offered service or product.

7.4 **Store your Documents online, other Platforms.**

As we know storing the document locally may be risky because sometime due to system failure we may lose the document. It is very important for the organization to store the document online.There are many cloud providers that provide storage for the document storage and they are very much secured. They are very good security for the information.also as the organization we can’t store only one platform for the security purpose .

Also storing the document online helps to get documents whenever we are required to show it to anyone and sometimes investors want to see about the license so it’s better to store online and fetch from online whenever someone needs.

**CHAPTER 8: Measuring your Progress**

**8.1 Metrics for Customer Acquisition**

Statistics tell us that in most countries agriculture is one of, if not the most dangerous industry to work in. It makes you wonder, why is this the case when you look at industries like major construction and mining, who seem to be doing better in this area yet doing comparatively hazardous work. So our company which provides very beneficial facilities would definitely attract their attention towards us. The customer acquisition cost is very low.

**8.2 Metrics for Customer Retention and Satisfaction**

The Cost of customer retention is very high. Most of the employees would receive some non cash benefits in addition to their wages. Such benefits can substitute for cash wages, and in many cases are not subject to Social Security taxation. The proportion of employees who received various types of benefits, the average annual cost for those who received each one, and the average cost of the benefit for all employees in the survey sample, including those who did not receive that benefit.

**8.3 Key Financial Metrics**

First and foremost, we will sell our product that people need, use and

pay for. this is probably all that you are thinking about, we will bulid a

startup building a that solves customers’ problems and is worthy of their

financial commitment.

Following steps we will follow for financial matrix-

* **Customer Lifetime Value**

First we will start from scratch and build a business in such a way that all the remote area customers will have access to our products as per their requirements. We will provide our customers a membership that it will helpful for them for next purchases.In that subscription product ,we will calculate LTV by first determining the customer value by multiplying the average purchase value by the purchase frequency. Multiply the average customer value by the average period (in months or years) that the customer is retained. For eg if the money we can make from a customer, we will have a much clearer idea of how much money we should invest in acquiring a new customer.

* **Customer Acquisition Cost**

CAC or customer acquisition cost is the money that we spend on acquiring a customer. When we launch our startup with a new product and unknown brand, our CAC may be high, but as we understand our ideal customer, find our best performing marketing channel, and will gain referrals through our early adaptors, our CAC can start declining. CAC includes our expenditure on sales, marketing,and distribution activities.

* **Churn Rate**

Churn rate will indicate the percentage of our paying customers that canceled their purchase. This is a metric that we should aim to keep as low as possible.

* **Customer Retention**

Customer retention is the opposite of churn rate. It indicates the percentage of our paying customers that we retained, who renewed their subscription to our product. High retention means we are delivering the promised value to our customers and they are happy with our product.

* **Cash Flow**

Cash flow measures our costs versus revenue as it captures money going in and out of our business. Positive or free cash flow indicates liquidity with more money flowing into the business than out of it.

* **Return On Investment**

ROI or return on investment is a metric for calculating the gains or losses derived from an investment we made. To calculate our return on investment in a new venture, project or initiative, divide our profits or losses by our total investment and multiply the result by 100 to get the ROI in percent.

* **Burn Rate**

Burn rate means the amount of capital that we are spending or “burning” to finance operation. The burn rate of our startup can depend on the business model, funding and growth strategy.

* **Revenue**

Revenue is the money that we generate through sales and is a measure of startup performance. However, in many cases, revenue is not an accurate measure of our company’s financial health as it does not take into account business expenses.

* **Net Income**

Our net income is the difference between our revenue and expenses. Paying close attention to our customer’s lifetime value, customer acquisition cost, churn rate, retention, cash flow, return on investment and burn rate will help you increase the difference between your revenue and expenses, thus run a profitable startup venture while understanding the key metrics that play a big role in boosting our company’s financial performance.

**8.4 Find new Revenue Streams based on the financial metrics**

* A revenue stream is the lifeblood of any business. It’s where your revenue comes from.
* Before you can have a revenue stream, your startup needs assets. But you can generate revenue in several ways using the same asset.
* It’s important not to rely on a single revenue stream for too long.
* As a startup, you may only be able to manage one revenue stream at first. But the sooner you diversify your business, the safer it will be.

Revenue Streams -

### Subscription

* Advertising
* Poultry Farming
* Cattle farming

### 

**CHAPTER 9: Legal Matters**

**9.1 Identify Professional, Legal and Compliance requirement for your venture:**

The business which does not have the license for our business will not have any funds for the business and is overwhelmed with a lot of stuff to do in hand so it is better not begin a trade without any plan.

Legal documents on creating own company:

* Adhar card
* Door number(permission to build shop)
* Panchayat permission

Hens farm

* Health department permission(bantwal)
* Door no
* Panchayat permission for the chicken farm.

### **Deciding on a business name**

we choose a business name that reflects your venture’s philosophy and make sure it is not already claimed by some other entity.a trademark that safeguards your entity at the national level and a domain name that gives life to your venture online

### **Creation of a founder’s agreement**

The document thus acts as an agreement that legally establishes the rights, ownership, responsibilities, dispute resolution and other terms executed between the founders and the company

### **Acquire all the legal licenses and registrations**

### Once the Founder’s Agreement is drafted, the authorization to do business is what’s required next. The authorizations come in the form of legal licenses and registrations

### **Be acquainted with the relevant tax regime and accounting norms**

Taxes are an important part of every business. And when it comes to India, there are a wide variety of taxes, such as, central tax, state tax and even local taxes that may apply to some businesses.

### **Be acquaint with labor laws**

Labour laws are part of every organization, small or big. When your venture is recognized as a company that hires people, your organization is subject to several labor laws regardless of its scale.

### **Get business insurance of your choice**

Business insurance can safeguard your venture in cases where the personal liability protections of your venture aren’t enough. Insurance can protect not just your individual assets, but your business’s assets too.

### **Creating a proper business policy**

Creating a proper business policy is another step that can take a venture towards success. It is something that keeps the employees as well as the management focused

**9.2 Conduct a Trademark Search for your Company and Trade Name.**

A trademark search can be made on the government’s Indian Trademark Registry database or on a third-party service provider and It determines whether or not an envisaged trademark is already in use in connection with specific goods and services.

Trademark registrations and registered trademarks are controlled in India by the Comptroller General of Patent Designs and Trademarks.Identify Specific Terms for Your Product or Service using the online Acceptable Identification of Goods & Services Manual. Determine International Class. Determine Related Goods or Services, and their Classes Developing a Basic Search Strategy.Consider searching words that have the same or similar meanings to our mark. Also try words that have similar sounds.

**CHAPTER 10: Mentorship and Seeking Support**

**10.1 How Mentors help to create start-ups**

A startup needs the right mentors more than anything.They assist business owners with planning, managing partnerships, negotiating, employing the best staff, raising and using capital, and many other tasks.

The startup's wheels can come off with just one bad consultation.Therefore, it is crucial for the mentor to ensure that whatever they say is helpful and useful for the startup.

The main goal of a mentor is to help entrepreneurs with particular problems by sharing knowledge and connections garnered from years of experience.

There are four steps that a mentor needs to take when helping a mentee with their startup:

Step 1: Hold a meeting with the mentee.

Step 2: Advise them.

Step 3: Share your contacts.

Step 4: Give feedback.

**10.2 Identify mentors and Advisors**

For advisors we take advice about framing and how to get the best profitable crops according to weather conditions and soil quality.

For legal procedure about the land agreement and all the agreement with farmer and all deal with land we are taking online web site help <https://www.e-adr.lawwagon.com/>

For the business mentorship we talk or take advice about how to scale up and increase our reach from entrepreneurs who have already created successful company.

**10.3 Scout for Board of Directors**

* Board of directors or the Board is a group of people who jointly oversee the activities of a company.
* For-profit businesses, non-profit organizations, and government agencies have a BOARD OF DIRECTORS.
* The shareholders of a public company choose the members of the Board.
* In a private enterprise, the board of directors usually plays the role of an **advisor**.
* BOARD members approve annual budgets.
* They appoint, support, and assess the CEO.
* BOARD members hire and fire top executives.
* They decide on executive compensation.
* Establishes company policy

**11.1 Conclusion**

This business is the extensive backward linkages it has established with the farmers. This networking with the farming community might help to build a highly cost effective system. Data accessed by the farmers relate to the weather, crop conditions, best practices in farming, ruling international prices and a host of other relevant information.

This model creates a significant two-way multi-dimensional channel which can efficiently carry products and services into and out of rural India, while recovering the associated costs through agri-sourcing led efficiencies. handling agents and contemporary warehousing facilities across India, enabling its Agri Business to source identity-preserved merchandise even at short notice. Strict quality control is exercised at each stage to preserve the natural flavor, taste and aroma of the various agri products.

By having farmers under us we can train a whole new generation of farmers that could increase the productivity of the farming community.

**11.2 References**

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