1. Background

**1.1. Executive Summary**

**1.2. Aim**

To modernize the agricultural sector of Nepal.

**1.3. Objectives**

* To provide right and valid information to the farmers.
* Early alerting farmers for environmental change.
* To solve farm problems through online and on-field services.
* To build platform for agricultural experts and students for better career path.
* To provide online and on-field training to farmers.
* To connect whole sellers, retailers and consumers at the same place.

**1.4. Mission and Vision**

**1.5. Potential**

1. Government is giving more priority to agricultural sector compared to past years.
2. Population hits more than 30 million and is increasing day by day.
3. Urbanization in rapid pace.
4. Commercial farming has been developing.
5. E-commerce market is growing day by day.
6. People are adopting modern method of farming compared to past.
7. The percentage of youth engaged in agriculture has been increasing.
8. Farmers are not getting right market.
9. Farmers are searching for the valid information and proper guidance.
10. High import as compared to export.

**1.5. Key to success**

**1.6. Startup cost and funding**

**1.7. Company ownership**

**1.8. Product and services**

**1.9. Market**

**1.10. Strategy**

**1.11. Management**

**1.12. Financial**

**1.13. Investor Consideration**

**1.14. Disclaimer**

2. Company summary

2.1. Start-up Summary

2.2. Start-up Funding

2.3. Company Ownership

3.