



Agriculture products at your fingertips

Search for Products



EXECUTIVE SUMMARY

- **Problem Statement:** Women in Agri-Business, especially farmers & market vendors struggle to connect to markets beyond their regions, and fail to sell their products at competitive market rates due to exploitative middlemen.
- **Solution:** A Digital Market Place that connects Agri-Businesses directly to big corporate clients, and enables them to make transactions in a safe, efficient & transparent way.
- **MVP Funding:** \$ 3000 to develop & launch a Progressive Web Application
- **Technologies Used:** Python Flask for backend, React.js for frontend , Github, Slack & Zoom for collaboration
- **Mojaloop:** Payment switch for secure payments across different accounts with Escrow security feature
- **Level One principles:** Pricing transparency, User friendly interface design, Notifications, Data Privacy, Secure payment transactions

THE PROBLEM

- Connecting to markets beyond their physical regions
- No safeguard measure for market prices & exploitative middlemen
- Pressure to sell as much of their stock within a limited time due to the perishable nature of their produce

Farmers stuck with produce as prices fall

THURSDAY SEPTEMBER 10 2020



A trader waits for customers at Awange-mola Road in Lira City on Monday. Falling commodity prices has left farmers in uncertainty. PHOTO | ISAAC OTWII

SOLUTION DESIGN

AgriBid is a **digital market place** that showcases agricultural products for sale. Users can register as buyers or suppliers, and bid to supply bulk orders of produce and other products.

Our solution can be used by restaurants, hotels, beverage factories and other companies that regularly **purchase bulk orders from farmers or market vendors**

We aim to help Agri-Businesses access larger markets by connecting them directly to big corporate clients, and enables them to make **transactions in a safe, efficient & transparent way.**

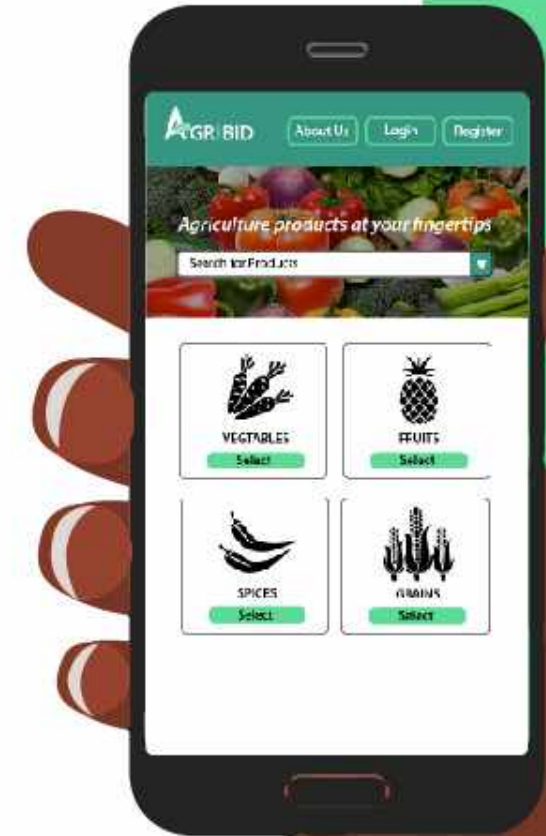
TARGET MARKET

Suppliers:

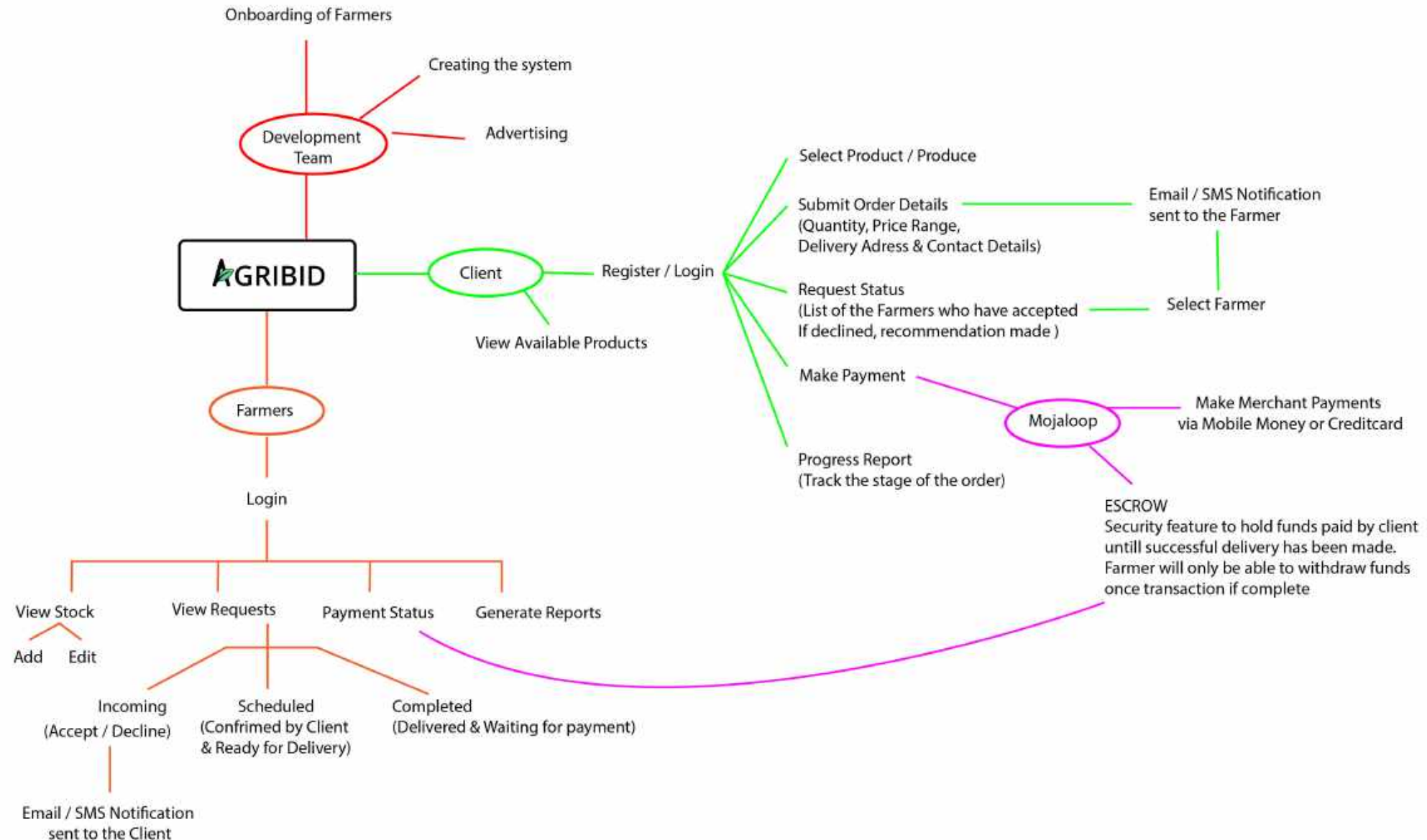
- Farm Managers
- Market Vendors
- Female in Agri-Business

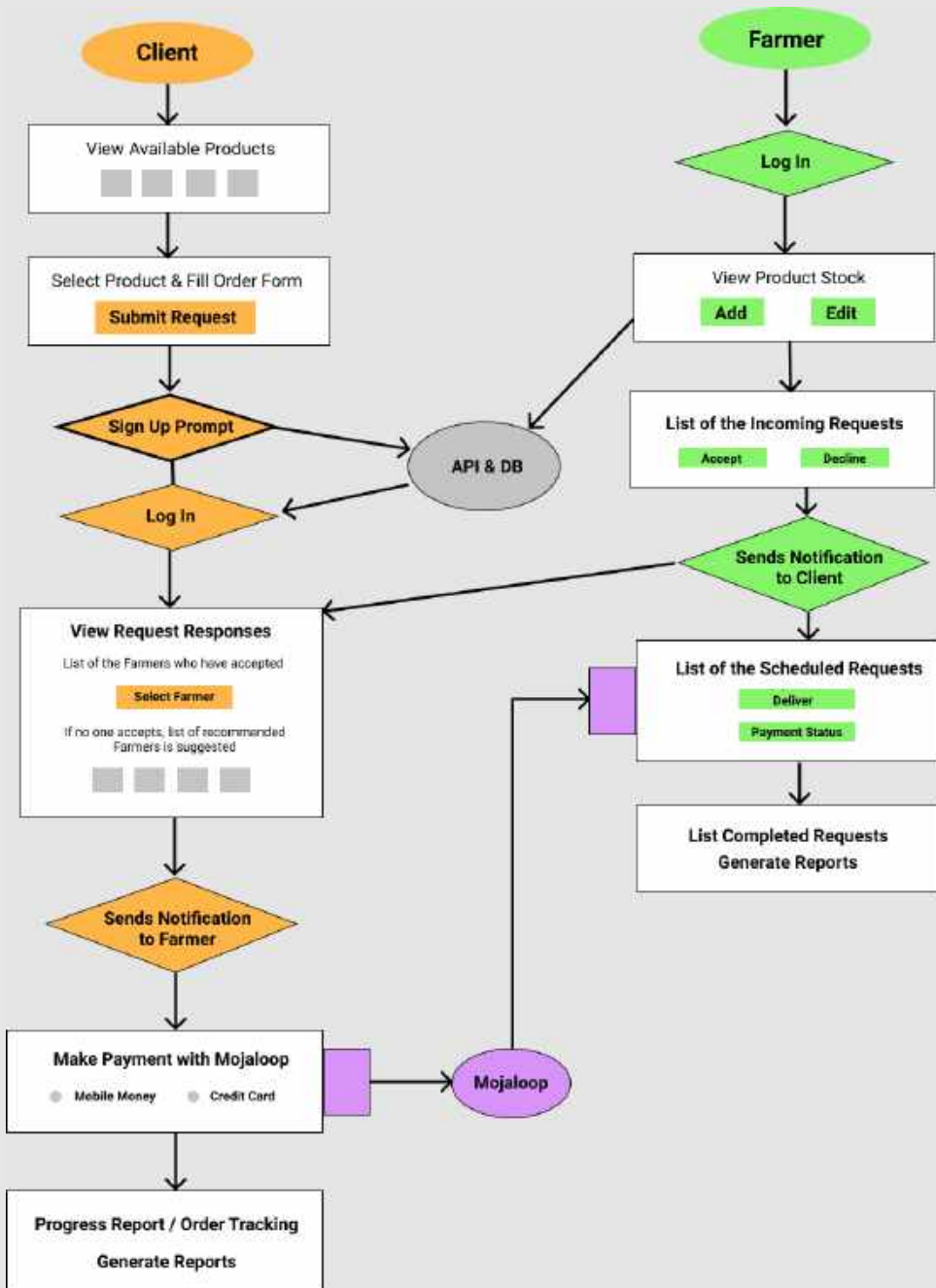
Buyers:

- Restaurants
- Hotels
- Beverage Factories



MIND MAP & SCOPE OF PROJECT





SYSTEM FLOW & LEVEL 1 PRINCIPLES

- ✓ **Pricing Transparency:**
Cost breakdown overview before payments
- ✓ **User interface design user friendly:**
Use of icons instead of heavy images, Responsive layout & Progressive web app Clients can shop for products without having to login first
- ✓ **Notifications:**
Users are notified whenever requests & transactions are made
- ✓ **Data Privacy:**
Login access to dashboard
- ✓ **Security:**
ESCROW holding accounts

MOJALOOOP & INTEROPRABILITY



- ✓ **Payment switch** that enables secure payment with mobile money or credit cards from different banks.
- ✓ **Escrow** security feature to hold clients funds until farmer has completed the delivery, before transferring the funds into the farmers account
- ✓ Clients will be able to **view and track transactions**

BUSINESS PLAN & ROADMAP

COST OF IMPLEMENTATION

- Developers
- Utilities
- User test research
- Web hosting
- Google Playstore Listing
- Registering licenses
- Marketing & Incentives
- Taxes

1 Year Projections

Total Users = 3,720

Total Transactions = 215,000,000

Total Revenue = 4,010,000

Total Expenses = 35,675,000

Estimate to Break-Even in 5 Years

TIMESCALE

4 weeks - Finalize Product Development

2 weeks - Pilot user testing & research

2 weeks - Pilot user testing & research

1 week - Obtaining business licenses & web hosting

1 week - Launch Marketing Incentives

GO TO MARKET !

SUSTAINABILITY



For every transaction made, a 0.5 % fee is deducted off as service fee from the client.



Partner with agriculture input companies to offer credit to women on our platform when purchasing inputs eg. seeds etc



Partner with insurance companies to protect value of products sold & delivered through the platform

USSD Menu for basic functionality

ESTIMATED COST OF IMPLEMENTATION

Description		Year 1 Total	Year 2 Total	Year 3 Total	Year 4 Total	Year 5 Total
IT	Domain Name	50,000	55,000	60,500	66,550	73,205
	Website hosting	60,000	66,000	72,600	79,860	87,846
	Cloud Hosting	2,160,000	2,376,000	2,613,600	2,874,960	3,162,456
	PlayStore	95,000	104,500	114,950	126,445	139,089.50
	IoS Store	370,000	407,000	447,700	492,470	541,717
Administration	Founder 1 Salary	3,600,000	3,960,000	4,356,000	4,791,600	5,270,760
	Founder 2 Salary	3,600,000	3,960,000	4,356,000	4,791,600	5,270,760
	Founder 3 Salary	3,600,000	3,960,000	4,356,000	4,791,600	5,270,760
	Developer	3,600,000	3,960,000	4,356,000	4,791,600	5,270,760
	Office Space	3,600,000	3,960,000	4,356,000	4,791,600	5,270,760
	Interent	1,200,000	1,320,000	1,452,000	1,597,200	1,756,920
	Testing Phones/Onboarding	1,500,000	1,650,000	1,815,000	1,996,500	2,196,150
	Marketing Officier	2,400,000	2,640,000	2,904,000	3,194,400	3,513,840
	Sign-on Incentive	7,440,000	8,184,000	9,002,400	9,902,640	10,892,904
	Travel	2,400,000	2,640,000	2,904,000	3,194,400	3,513,840
TOTAL		35,675,000	39,242,500	43,166,750	47,483,425	52,231,768
Sign-on Incentive	2,000					
Testing Mobile Phones	5					
Growth Rate	110%					

REVENUE PROJECTIONS

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Users	3,720	4,092	4,501	4,951	5,446
Total Transactions	215,000,000	236,500,000	260,150,000	286,165,000	314,781,500
Total Revenue	4,010,000	4,411,000	4,852,100	5,337,310	5,871,041
Total Expenses	35,675,000	39,242,500	43,166,750	47,483,425	52,231,768

MVP DEMO

VIEW OUR PROTOTYPE:

<https://marvelapp.com/prototype/7bhf5fa/screen/72748036>

TEST OUR ENDPOINTS

- ***Adding a product to the database as a farmer:***
<https://agribidtech.herokuapp.com/api/v1/clientRequest>
- ***Registering a user:*** <https://agribidtech.herokuapp.com/api/v1/auth/signup>
- **View users:** <https://agribidtech.herokuapp.com/api/v1/users>
- **Client Request:** <https://agribidtech.herokuapp.com/api/v1/clientRequest>

TEST OUR MINIMAL VIABLE PRODUCT:

- Frontend Repo: <https://github.com/VivianDoreen/agribid-frontend>
- Backend Repo: <https://github.com/VivianDoreen/agribid>



MEET THE DEVELOPMENT TEAM



Maria Musimenta
Team Leader



Liz Kamugisha
UI / UX Designer



Vivian Doreen Nabulo
Product Developer



Famious Orishaba
Cyber Security

“Agribusinesses can play a critical role in scaling up and promoting agricultural innovations that have the potential to help bridge the gender gap”

- Wanjiru Kamau Rutenberg

Director of African Women in Agricultural Research and Development