

BUSINESS Model Canvas

1. Key partners:

agricultural cooperations.
Software development partners.
farming cooperations.

2. Key activities:

- * research and development
- * marketing and sales
- * manufacturing and assembly

3. Key resources:

Rain sensor technology
Ablution and covering material
Suppliers
Software development team.

4. Value propositions:

- * Increased yield and quality
- Improved weather resilience
- enhanced crop protection.

5. Customer relationship:

- * support and maintenance services.
- * Regular software updates.

6. Channels:

- * Direct sales to farmers.
- * online marketing (social media, website)

7. Customer segment:

- * Mizuchi farmers and also other farmers.
- * Green house owners.
- * Farming cooperatives.

8. Cost structure:

- * Hardware production costs.
- * Software development costs.

9. Revenue structure:

- * Hardware sales.
- * Software licensing fees