

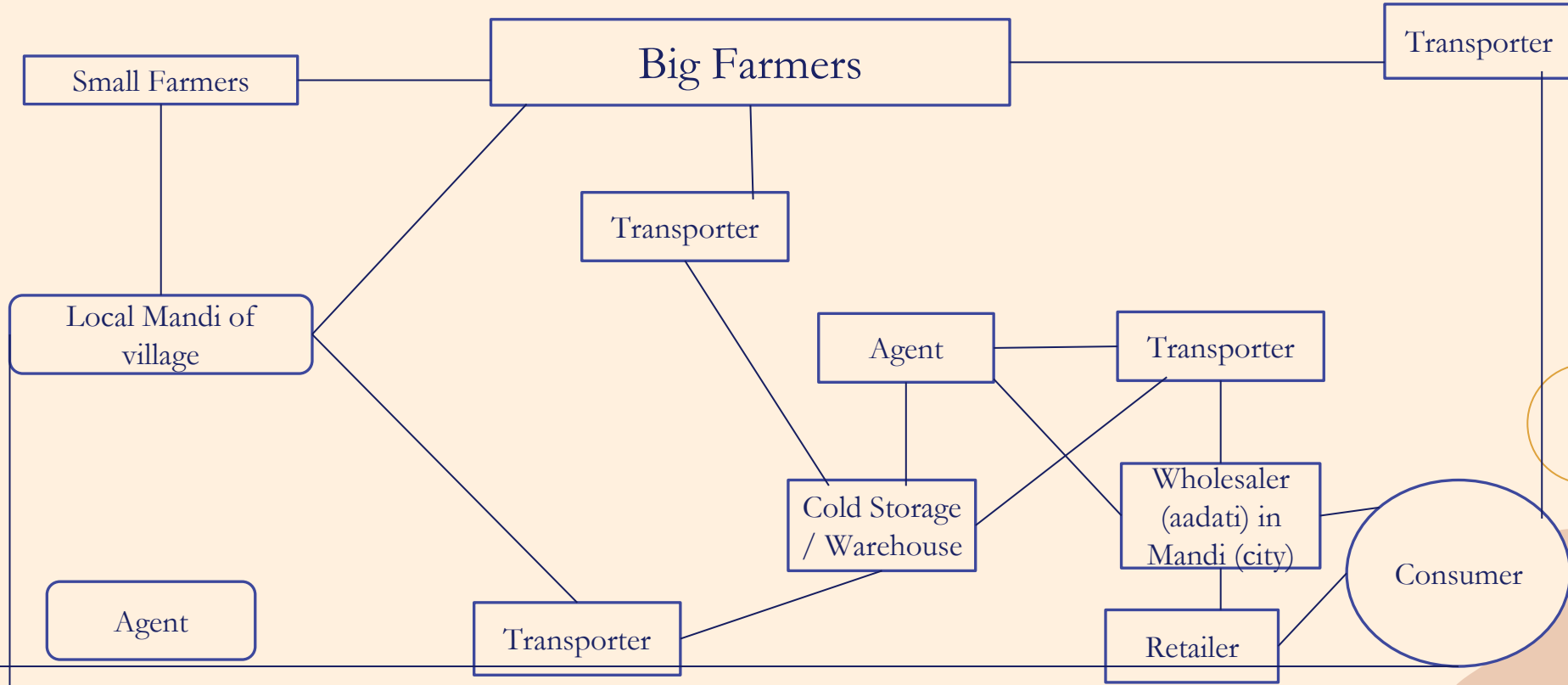


ANNDATA

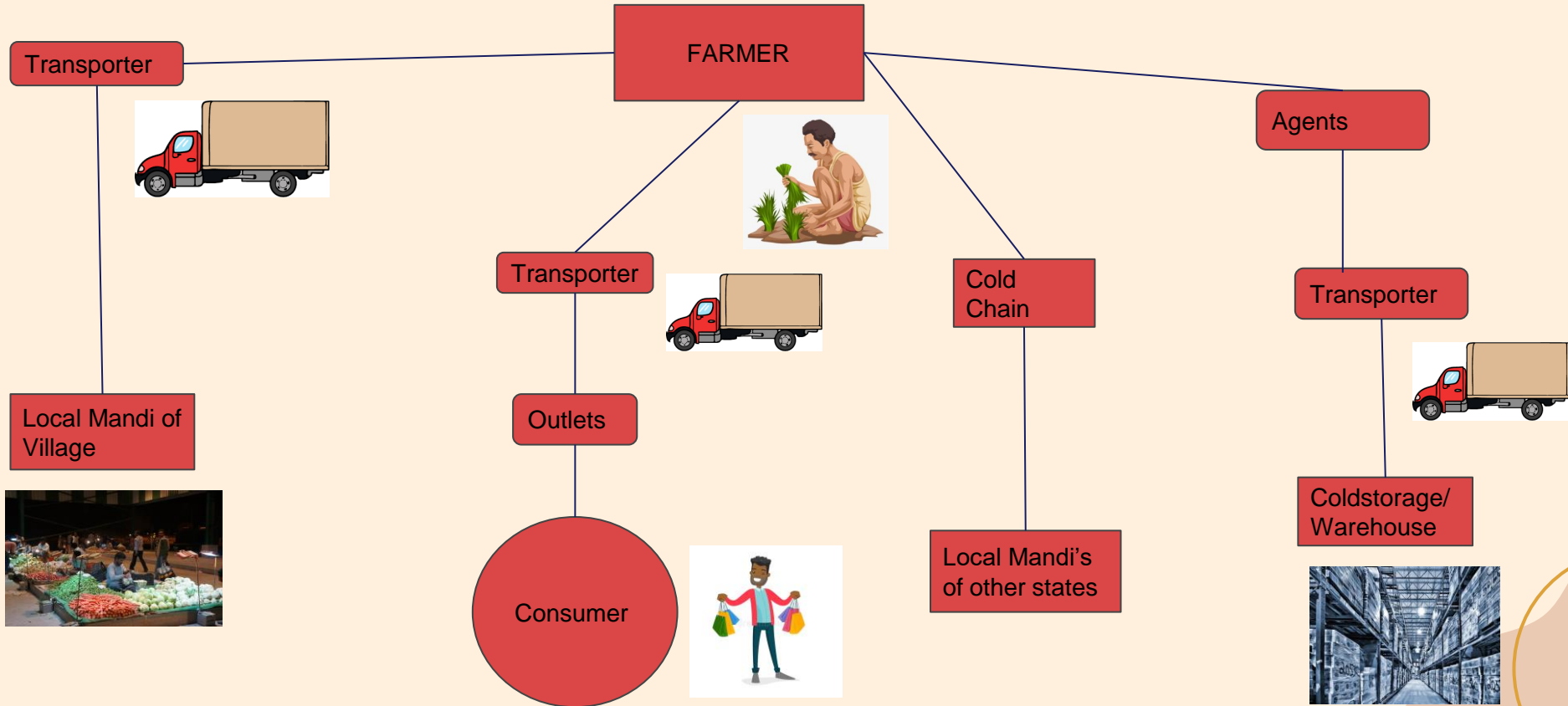
**connecting
people to people...**

- Team Members:-
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Flow of vegetables/fruits



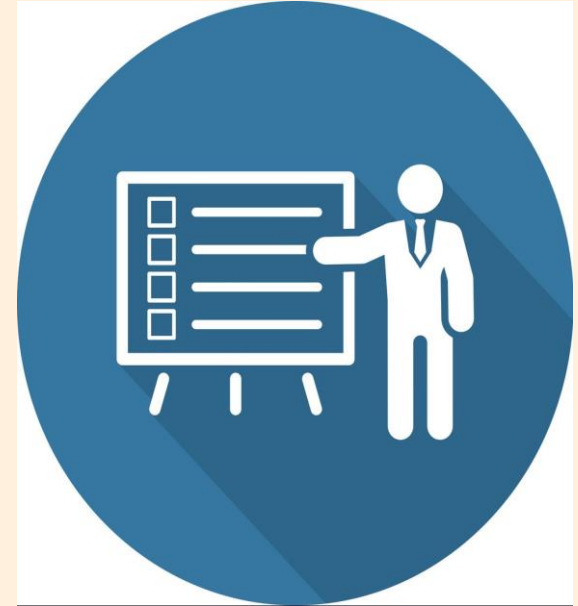
Possible connections of our starting potential users





User Need Statement/Problem Statement

There is no such preferable platform where everyone (from farmers to consumer) especially small producers not able to connect to with other very easily and also so much lack of communication between small farmers, warehouse, etc which results in loss of their production. Existing startups are also cutting middleman jobs rather than creating more opportunities.



What is the need?

To democratise all the jobs of
middlemen.

01

Prevent spoilage of fruits and
vegetables.

02

To increase production of small
farmers.

03

To make better communication
between all potential users.

04



Why there is this need?

Since there is no such platform where all these customers can communicate effectively and the small farmers can contact with the transporters, cold storage/warehouses and retailers with the help of the middlemen (agents) as this platform tries to democratize the jobs of the middlemen as well as increase their production (Small Farmers) and avoid spoilage of their produce.



Whose Need ?

Farmer

Small farmers who don't have enough resources and need to increase their produce.



Cold Chain

Cold chains which are nearby(within 5km radius) and easily available at a affordable rate.

Transporters

Easily available guaranteed transporters which are experienced and are affordable for the small farmers



Cold Storage/Warehouse

Cold Storages which are nearby(within 5km radius) to the farmers.

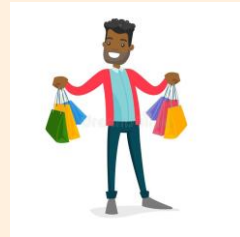


Retailers

The retailers (who sell in the vegetable market), the sub retailers (who sell door to door) and the exporters (pack & sell vegetables in the supermarkets) which get their fruits and vegetables from the small farmers.

Consumer/Residents

They are the last link in the chain.



BIG PROBLEM

AS Big Problem is with the SMALL FARMERS/Producers

Basically no one is thinking about small farmers/producers that's why there is no such platform for them from where they can comfortably sell/communicate and also increase their production.



Results in Less Facilities and opportunities for them

This is the reason why small farmers get very less facilities as well as opportunities because very less priority is given to them.

BIG PROBLEM

Second BIG PROBLEM is also associated with Small Farmers

As according to our research small farmers are also not able to protect their remaining fruits/vegetables(which are left unsold) after the season end for that particular fruits/vegetables.

REASONS:-

- 1) Because of Non-availability of cold storages/warehouses according to their affordable rent rates.
- 2) Because of Non-availability of transporters within the radius of 5KM.
- 3) Lack of communication.

DEFINE THE OPPORTUNITY

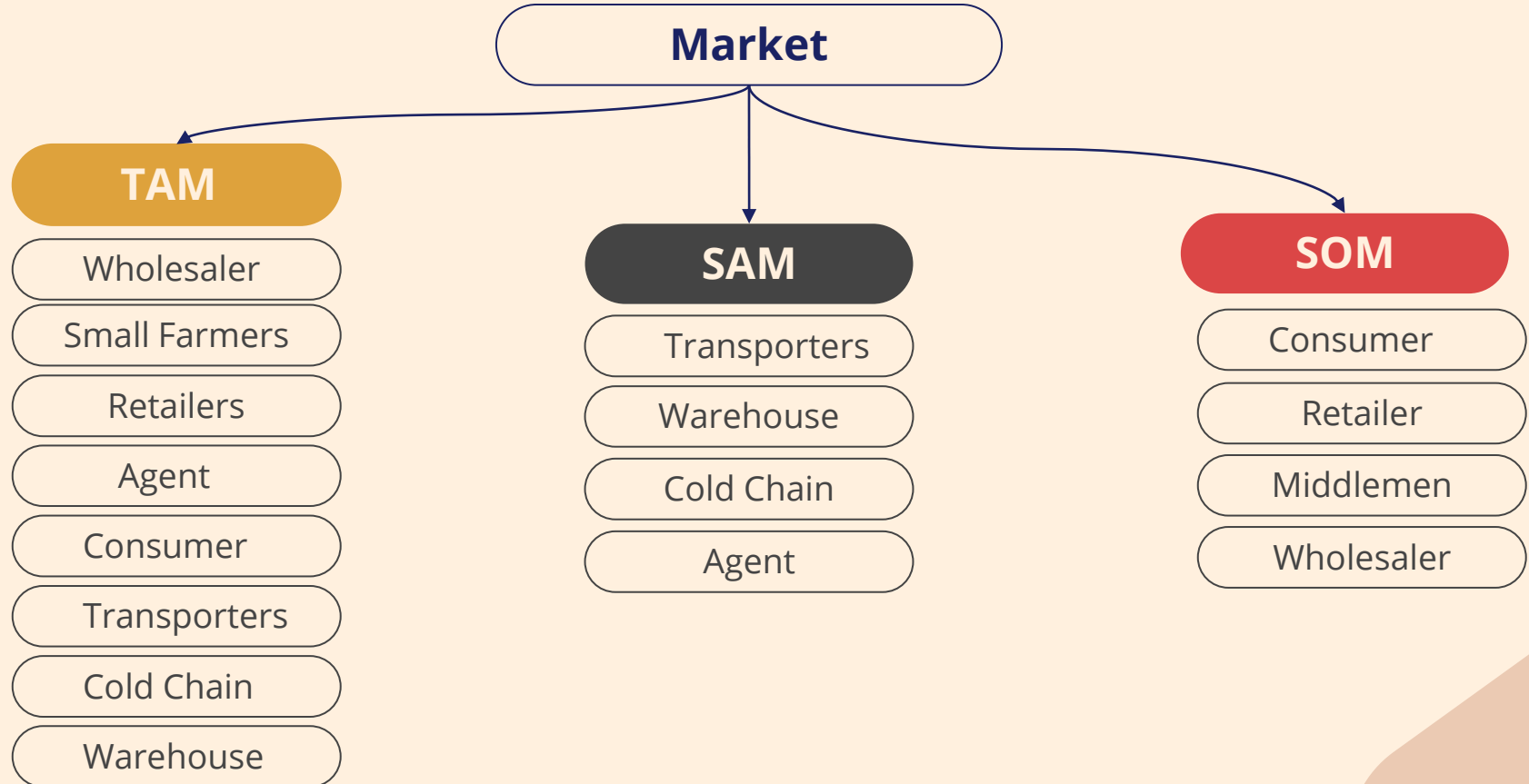
We do have a great opportunity for landing this idea in the market at this time. The Indian government has released two new bills. A farmer can now sell in any state without giving taxes to the government. Farmers can sell now outside the vegetable market at whatever price they want and there will be no taxes on it. At the same time, it will also help consumers to buy fruits, vegetables and crops at a lesser price.

It offers multiple features which will help people in different roles. We also aim to collaborate with pre-existing startups as they already have the platform with thousands of registered users so that they can add these functions to their platform and make their platform more useful for more number of people.

SWOT Analysis

Strengths	Weakness
Better communication between farmers and transporters, transporters and wholesalers or warehouses.	It can be difficult to connect small farmers as well as small transporters to the other target customers in our platform. Target customers might face difficulty due to network error.
Opportunities	Threat
It will democratize the jobs for people. More and more people would be able to connect through this platform.	Our competitors Kisan Network, Agri Bazar, Big Basket might create problem.

Target Customer



KEY DEMOGRAPHICS/PERSONA 'S

SMALL FARMER

Age Range- Should be Above 18 Years

Gender - not specific

Location - India

Operational Details:

Initially in North India

Small Field, 10 acres total

Cultivation of fruits and production of vegetables

Uses Smartphone

Identity:

Farmers having small production.

Farmers having very less facilities as well as opportunities to increase their production.

Farmers having very less resources to contact big transporters or cold chain which can transport to different cities or states.



TRANSPORTERS

Age Range- Should be Above 18 Years

Gender - not specific

Location - India

Operational Details:

To efficiently manage his customers, drivers, and transport.

To expand his visibility in the market.

Motivation:

To increase his customer base from all over India.

To increase his revenue and increase his clients.

Identity:

Small Transporters who have very less impact in the market.

Those who only get booked by the farmers, cold-storage and
and by those who are a regular customer.



FEEDBACK FROM THE POTENTIAL USERS

Potential User 1 Feedback: Aadat

Mani Gupta, Roorkee

Sometimes we are not able to connect with the warehouse people due to lack of connections. It will help me to connect with them and my work will become very easy.

Potential User 2 Feedback: Shopkeeper

Sanjay Sharma, NEEDS SHOP, Jaipur

We are in direct contact with the customers and sometimes there is a problem as we are not able to fulfil customers' needs due to insufficient stock. It will help us to buy and make connections with multiple warehouses and aadat people.

Potential User 3 Feedback: Warehouse

Mukesh Agarwal

We are not sometimes able to connect with farmers and aadat people. This platform will help us to increase our connections.

Potential User 4 Feedback: Farmer

Anil Kumar

Many times we are not able to find buyers. Fruits, vegetables and crops get rotted because of that. It will help us to make connections, and we will be able to sell at any price according to our needs.



Competition

COMPETITORS



**Kisan
Network**



**Farmer's
Fresh
Zone**



**Agri
Bazaar**



**Big
Basket**

1. Kisan Network

Aditya with his father started a startup in 2015. The startup aims to bring together all the stakeholders like residents, carriers, and packaging partners on one platform. They have built a platform on which 50000 farmers are registered over 6000 villages in multiple states of India.

<https://yourstory.com/2020/01/agritech-startup-kisan-network-indian-farmers-tech-supply-chain>

2) Farmers Fresh Zone

Pradeep started his startup in 2015. He created an online marketplace connecting farmers directly to the customers.

https://yourstory.com/2019/12/startup-bharat-farmersfz-agritech-organic-produce-ecommerce?utm_pageloadtype=scroll

3) AgriBazaar





















When a farmer registers himself on their platform and uploads the data of his produce. The buyers place orders for the purchase according to their demand. Once the order is confirmed, they facilitate the picking up of produce from the farmer and then delivering it to the residents.

<https://yourstory.com/2020/07/agritech-startups-empowering-farmers-coronavirus>

4.) **Big Basket**

They buy products from leading suppliers like P&G, HUL, mills, farmers, etc., and store the products in the large-scale warehouse, or small go-downs. And from there it serves the orders to customers, which means for all preserved products they straightly buy the stocks from manufacturers.

COMPETITION GRID

	Our Startup 	Kisan Network 	Farmer's Fresh Zone 	Agri Bazaar 	Big Basket 
Provides a platform which connect all target customers from farmer to consumer					
Collaborated mostly with SMALL FARMERS					
Creating more and more jobs opportunity					

Solution/Product or Service Description

We aim to make a platform which connects all the people from farmers to the residents on a single platform. Our product focuses on creating more and more opportunities for the small farmers and transporters who have very little exposure and impact in the market and our product also create more job opportunities for the middlemen(agents).

We are also trying protect their remaining fruits/vegetables(which are left unsold) after the season end for that particular fruits/vegetables by providing transporters and warehouse people within the radius of 5KM.



VALUE PROPOSITION

SMALL FARMERS

Small farmers will get a big advantage as they would be able to easily sell their fruits/vegetables to the wholesalers, adati's, etc from whom they will earn the maximum profit and also they would be able to contact the cold storage, warehouses, transporters which are available within the radius of 5KM.

Transporters

Vegetables or fruits or any item that they get from farmers, wholesalers etc, they could easily contact warehouses or local mandi's for transportation and even for long distance transportation. Transporters will get very big opportunities to save their time and resources as they will only be hired by the farmers, wholesalers, adati's which are near to them (within the radius of 5-6 km).

AGENTS

As we are also trying to create more and more jobs opportunities so middle man has great job opportunities in the form of agents.

What is the Uniqueness?

So basically all target customers are connecting to each other comfortably on a single platform which results in smooth process flow, profit's and more opportunities for all the users.

BUSINESS MODEL CANVAS



Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<p>Producer's and Farmer's.</p> <ul style="list-style-type: none"> -Grows Fruits and Vegetables <p>Warehouse/Cold Storage.</p> <p>Transporters.</p> <p>Advertisement Partners: -</p> <ul style="list-style-type: none"> -Online and Offline -Affiliate partners. <p>Wholesalers.</p> <p>Agents.</p> <p>Neighbourhood Stores.</p> <p>Technology Partners.</p> <p>Legal Partners.</p> <p>Payment Processing Merchants.</p>	<p>Managing Partners</p> <p>Managing Warehouse Inventory</p> <ul style="list-style-type: none"> • Identifying minimum stock level, • Calculating quantity and lead time Stocking and storing inventory. <p>-Taking reviews from the Users.</p> <p>- Processing Orders</p> <p>- Supply Chain Management</p> <p>-Transportation Management</p> <p>-Designing Promotional Offers & Deals</p>	<p>SMALL FARMERS</p> <ul style="list-style-type: none"> -They would be able to easily sell their fruits/vegetables to the wholesalers, adati's, etc from whom they will earn the maximum profit. -They would be able to contact the cold storage , warehouses, transporters which are available within the radius of 5KM. <p>Transporters</p> <ul style="list-style-type: none"> -Transporters will get very big opportunities to save their time and resources as they will only be hired by the farmers, wholesalers, adati's which are near to them (within the radius of 5-6 km). <p>AGENTS</p> <ul style="list-style-type: none"> -As we are also trying to create more and more jobs opportunities so middle man has great job opportunities in the form of agents. <p>STORES</p> <ul style="list-style-type: none"> -Increase in number of customers. -Increase in sale. <p>Customers</p> <ul style="list-style-type: none"> -Delivery in bad weather. -Convenient way to shop for Fruits and vegetables. 	<p>Customer Support Team</p> <p>SMS</p> <p>Live Chat</p> <p>Feedback Forms</p> <p>Email</p> <p>Reviews</p> <p>Blogs</p> <p>Social Media</p>	<p>Small Farmers.</p> <ul style="list-style-type: none"> -Those who want to increase their production. <p>Customers</p> <ul style="list-style-type: none"> -who find it difficult to go out for shopping in local mandi's or market. <p>Local Agents.</p> <ul style="list-style-type: none"> -Those unemployed people who are in search of the jobs. <p>Outlets: --</p> <ul style="list-style-type: none"> -Those who want to increase their sales. <p>Transporters</p> <ul style="list-style-type: none"> -Who want to gain additional income by providing temporary or permanent transports. <p>Warehouses/Cold Storage.</p> <ul style="list-style-type: none"> -Who want to provide storage facilities for farmers.
	<p>Key Resources</p> <p>Human Resource: -</p> <p>Marketing Team, Operations Team, Technical Team, Customer Support Team, Delivery Providers, Logistic Team, Partnership with Local Stores, Logistic Team</p> <p>Physical Resource: -</p> <p>Storage Facility, Outlet Stores Facility Supplies, Transporting Vehicles.</p> <p>Technology Resources: -</p> <p>Internet Support, Web Server</p>		<p>Channels</p> <p>Marketing Channels: -</p> <ul style="list-style-type: none"> - Website and Mobile -Application <p>Transport Vehicles.</p> <p>Advertisement and Propositions: -</p> <ul style="list-style-type: none"> -Online Advertisement, -Emails, Newspaper. 	

Cost Structure	Revenue Streams
<p>Cost of Technology Resources.</p> <p>Advertisement cost.</p> <p>Cost involved with Website and App Development.</p> <p>Cost of Physical Resources.</p> <p>Maintenance Cost.</p> <p>Human Resource Cost: - Salaries and Training of Employees.</p> <p>Legal Expense: - Government Permission and License, Expense of Registering a new business.</p>	<p>Advertisement.</p> <p>Sponsor.</p> <p>Website and App Revenue.</p> <p>On-Page Advertisements.</p> <p>Membership or Subscription Cost.</p>

MARKETING



PERSUASION

- 1) So our project will mainly focus on building a very friendly User Interface on both IOS and Android as most of our users will be farmers, wholesalers, cold storage people , retailers and transporters so it is very important for us to make a friendly UI so that these people will be able to use our app very readily and on a daily basis as most of their work will be done through our apps.
- 2) Also we plan to use a recommendation system using machine learning so that it is easy for the retailers and wholesalers to choose the best cold storage or the wholesalers who have better quality of goods and also whose rating is good based on reviews.
- 3) Deployment of apps on respective app stores.If we will be able to deploy the apps, we aim to create a website using mern stack with the help of which customer can also connect with us using the website.

PERSUASION

```
graph TD; PERSUASION --- A[Performing Various Activities(based on our project) on social media]; PERSUASION --- B[Email/Phone Messages Marketing]; PERSUASION --- C[PROMOS]; PERSUASION --- D[Customer Care Services]; PERSUASION --- E[Referrals/Hold a Sale];
```

Performing Various Activities(based on our project) on social media

Email/Phone Messages Marketing

PROMOS

Customer Care Services

Referrals/Hold a Sale

Promotion

1. Advertisement of the product by famous celebrity and well-known personality after establishing the company financially.
1. Launching TV, media and digital marketing campaigns which are aimed to gain more popularity.
1. Promotion of the product especially in rural areas to promote more job opportunities.
1. We will be doing public relation activities like circulating messages through media channels, promoting our product through social media, writing newsletter which gives access to audience's inbox allowing us to share engaging content, promote sales and drive users to our product.
1. We will be setting up business events, speaking engagements and also will be getting sponsorships and partnerships.

Financial Strategy

POSSIBLE REVENUE STREAM

1. Sponsors.
2. Website and App Revenue.
3. On-Page Advertisements.
4. Membership or Subscription Cost.
5. Advertisement.

Possible Cost Incurred

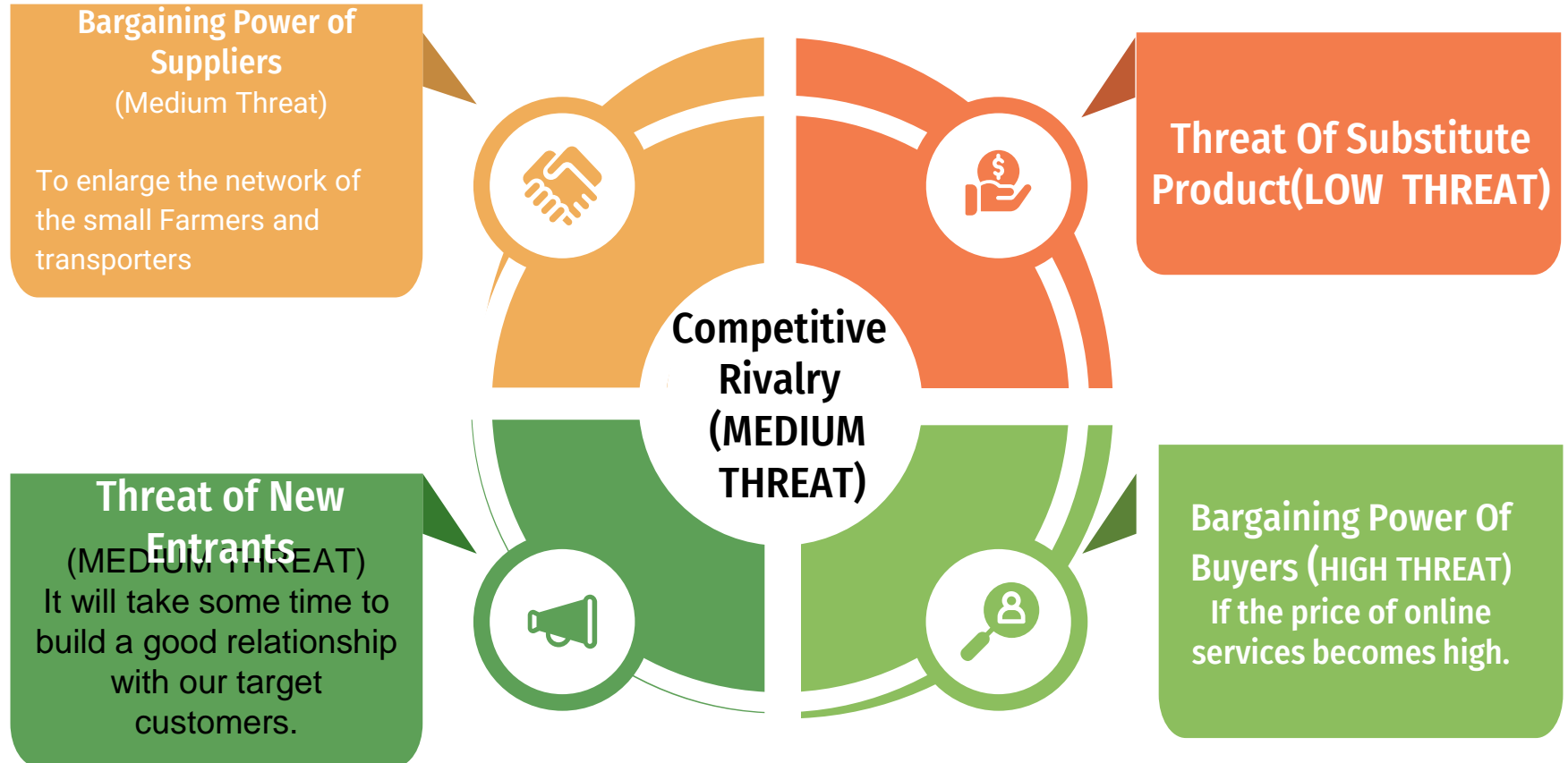
1. Cost of Building the Website and Mobile Application.
2. Cost of Handling the Website and the app.
3. Cost of Handling Database.
4. Cost of Physical and Technological Resources.



RISK ANALYSIS

While building a project, one comes with its own risks and causes of failure. Our project is also associated with risk of delivering it on time as well as controlling the traffic on our servers to avoid crashing of applications. We will aim to make the working app within a time duration with all the working tests. There could be a risk that we will not be able to complete the machine learning based recommendation system. There can be a risk of making it non user-friendly so that the people who are not familiar with the technology will not be able to use our product with ease.. We will make sure that the app is deployed on Play store within our time period. There may be a risk of not deploying iOS platform as it is a part of our long term planning and we will work on it once our app becomes stable on the android platform. Privacy is probably the most well known aspect of the issues considered and protecting it is very important. Privacy of user data and information will be considered in the initial design of our app, as adding privacy protection to existing systems can be very cumbersome, and this is no different for apps.

Porter's 5 Forces Infographics



TEAM

Vivan Singh Chouhan(Design,Strategy and Marketing Head):-

As a web development enthusiast i am responsible for the development of our website ANNADATA, as a marketing head i will be crafting strategies for all Marketing teams. I will prepare and manage monthly, quarterly and annual budgets for the Marketing department.As a strategic head i will be reviewing other organizations and determine their strengths, weaknesses as well as find new opportunities for us.

MIHIR SIRPAUL(Social Media Handler and Decision Making head): -

I am an APP Developer and I am working on the Development of our Application(ANNADATA).

And I am also handling the social media of the ANNADATA. I will try my level best to make our target customers to interact with our software by performing various activities on the social media. I will also conduct online events to attracts our potential users.

Kaustubh Joshi(Financial Head and Developer):-

Along with Mihir, I have worked on the development of the application. As a financial head, I will prepare financial report, take investment decision, create cost structure of the company, assessing risk in investment and ensuring all accounting activities comply with regulations.cost structure of the company.

TRACTION/MILESTONES

So ,before starting our project we had done the planning in total 7 phases :

In which 4 phases are the achieved phases and the last 3 phases belongs to future phases.



ACHIEVED PHASES

Phase 1 - Brainstorm

- We started by planning and researching the idea. We distributed the work among each of the team members. We planned the stages in which we had to complete the project.
- We had assigned the tasks and started working on them from Phase 2.

Phase 2:

- We had started analysing our **Target Customers** along with the possible connections that we can make with our potential users.
- We had started analysing the existing **Problems** that mainly our target customers face now a days as well as the needs that the users want.
- We had started analysing our **Competitors** that how they can affect us in the market as well as how much improved product can we make in comparison to them. Also planned to think to design the **Solution** that what Big problem our product going to solve and helps our potential users a lot.

Phase 3: After the successful analysis provided in phase 2:-

- Now to make our Business plan ready we started working on **Business Model Canvas**.
- After successfully creating the **Business Model Canvas** we started working **Marketing and Financial Strategy**.
- And then also done the **Risk Analysis**

Phase 4:

- We started working on the UI of our app as well as our website. We made a prototype of our app and our website for reviews from our potential users and got their valuable feedback.
- In the next few weeks we successfully completed the frontend of our app and website and side by side we were working for setting up our database.
- For the next 1-2 month we were working on our backend i.e population our database and implementing other function for buying and selling needed by the users.
- We finally completed our app as well as our website.

FUTURE PHASES

Phase 5:

- Implementing the Machine Learning recommended system for user .
- Building the Fully Functional product in at least 3-4 months.

Phase 6:

- Buffer time to remove Bugs, make our code more efficient and to test out all the aspects of the project along with completing other requirements like report, presentation, poster, videos(for advertisements purpose), etc.

Phase 7:

We aim to collaborate with pre-existing startups as they already have the platform with thousands of registered users so that they can add these functions to their platform and make their platform more useful for more number of people.

MILESTONES

Achieved Milestones

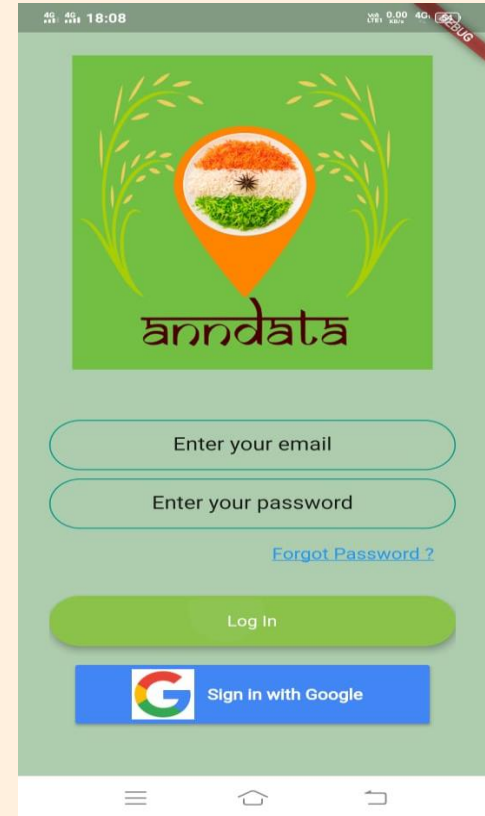
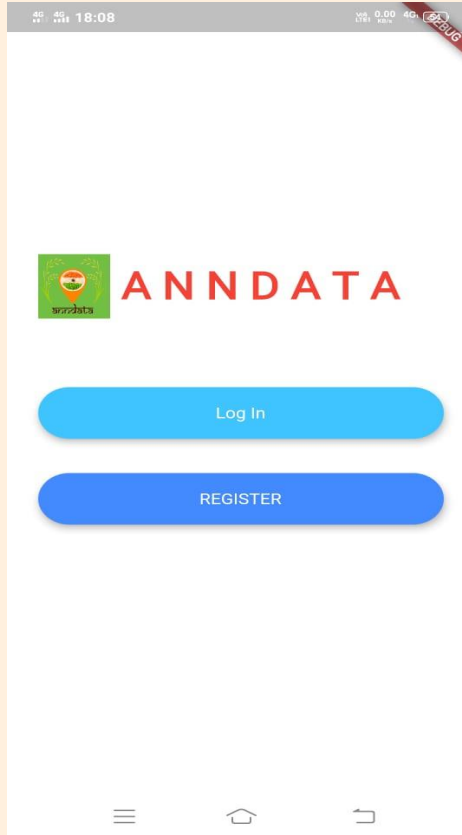
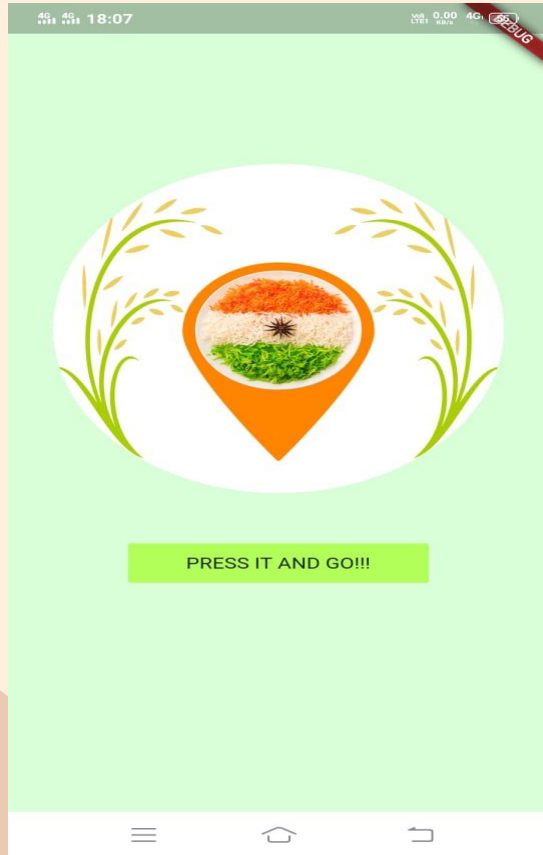
- 1) Successfully done the Analytical work (contains the analysis of Target Customers, problem, need, Risks, etc).
- 2) Marketing Strategy is ready.
- 3) Business Plan is ready.
- 4) Successfully implemented the working frontend part of our APP along with the websites.

Future Milestones

- 1) Building Fully functionally website and app.
- 2) Collaborating with pre-existing startups as they have thousands of registered users.
- 3) Implementing a Machine Learning algorithm which will help the users to get services near to their home or offices (within 5km radius).
- 4) Try to collaborate with at least 500-600 small farmers within a short span of time(4-5 months).

Some Glimpse Of Our Project


1) ANDROID APPLICATION



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DEBUG



Full Name

Date of Birth

GSTIN NUMBER

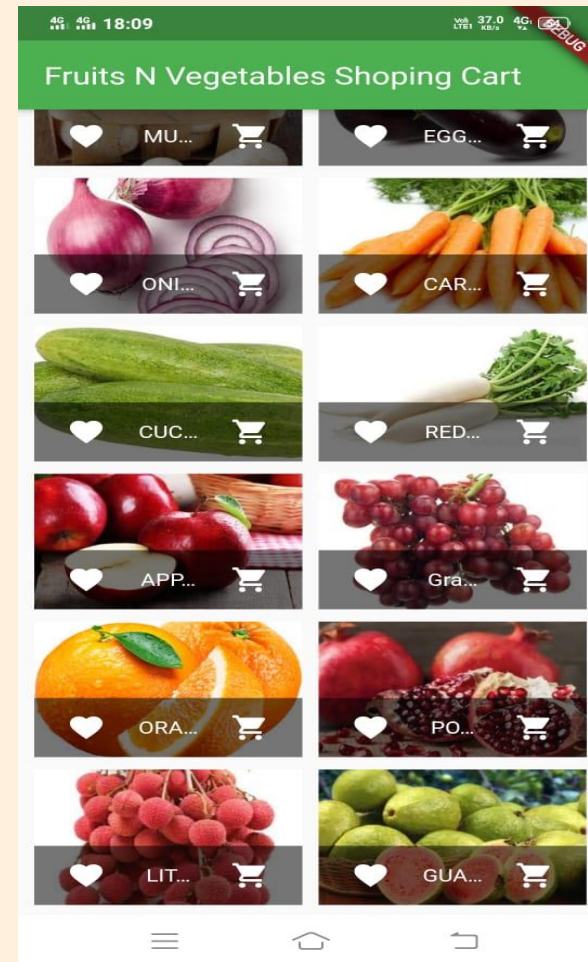
CONSUMER

↓

Enter your email

Enter your password

Register



2) WEBSITE

