



# AGRiSPHERE

Your SMART Farming Assistant

# THE PROBLEM



**Traditional agricultural practices and heuristic decision-making diminishes farmers' profitability.**



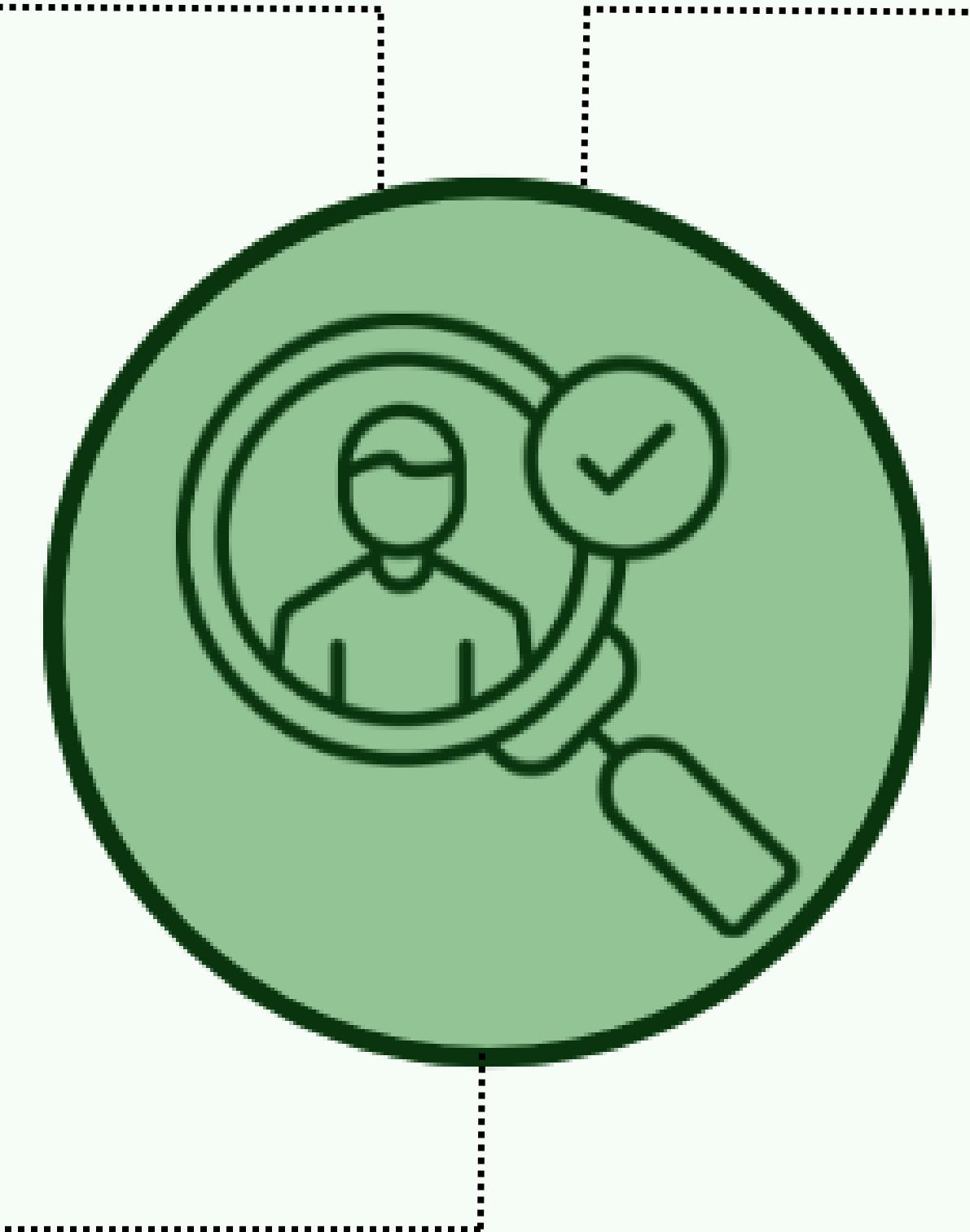
# CUSTOMER DISCOVERY

## Statistics:

- Total farmers :**25**
- 1. **Small(<5 acres):13**
- 2. **Medium: 5**
- 3. **Large(>25): 7**
- **Experts:** 2 (CTARA & Unnati Maharashtra Abhiyan project)
- **States:** Maharashtra, Kerala, Rajasthan, Tamil Nadu, and Uttar Pradesh

## Questions:

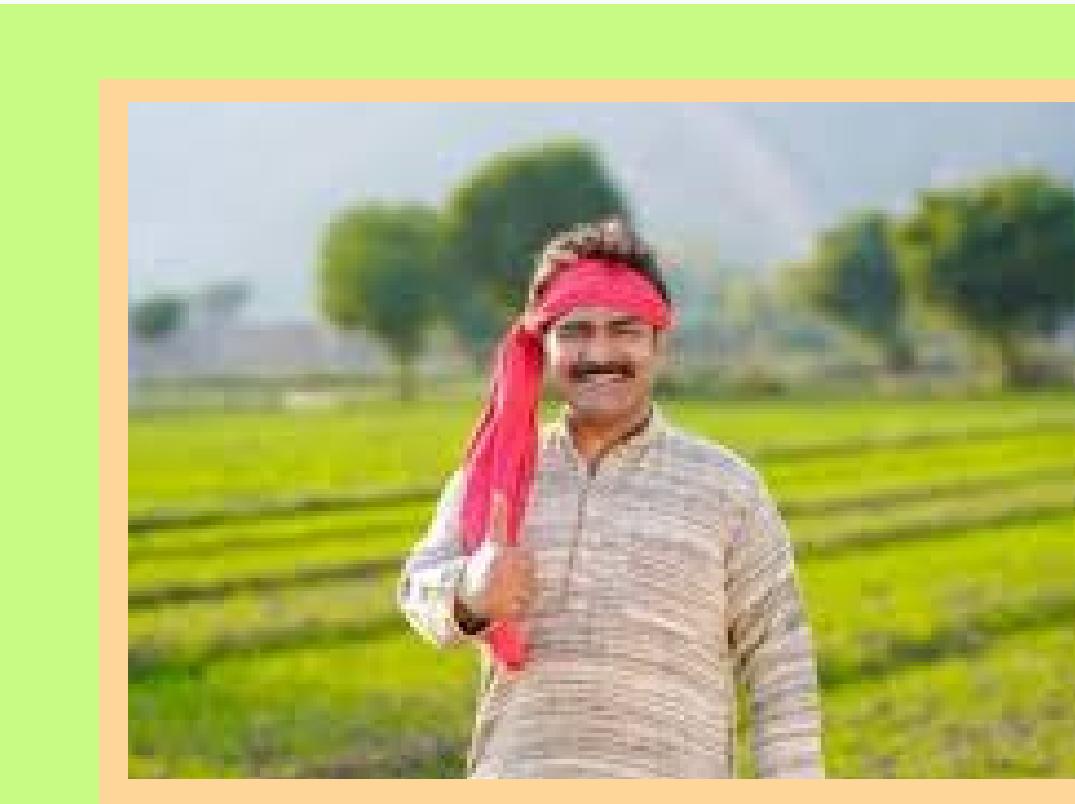
- Yield satisfaction
- Crop/seed selection process
- Soil health challenges
- Fertilizer/pesticide decisions
- Crop threat concerns
- Harvest planning
- Yield/profit obstacles
- Tech comfort



## Insights:

- High demand for training in modern practices
- Financial constraints and tech skepticism
- Varied needs across farm sizes
- Collaborative potential in family-run farms
- High equipment costs
- Limited mobile tech comfort
- Access issues with recommended products
- Gaps in understanding of advanced techniques
- Mixed views on tech investments

# TARGET CUSTOMER



## Ramesh

Medium-sized  
farmland owner

### Goals:

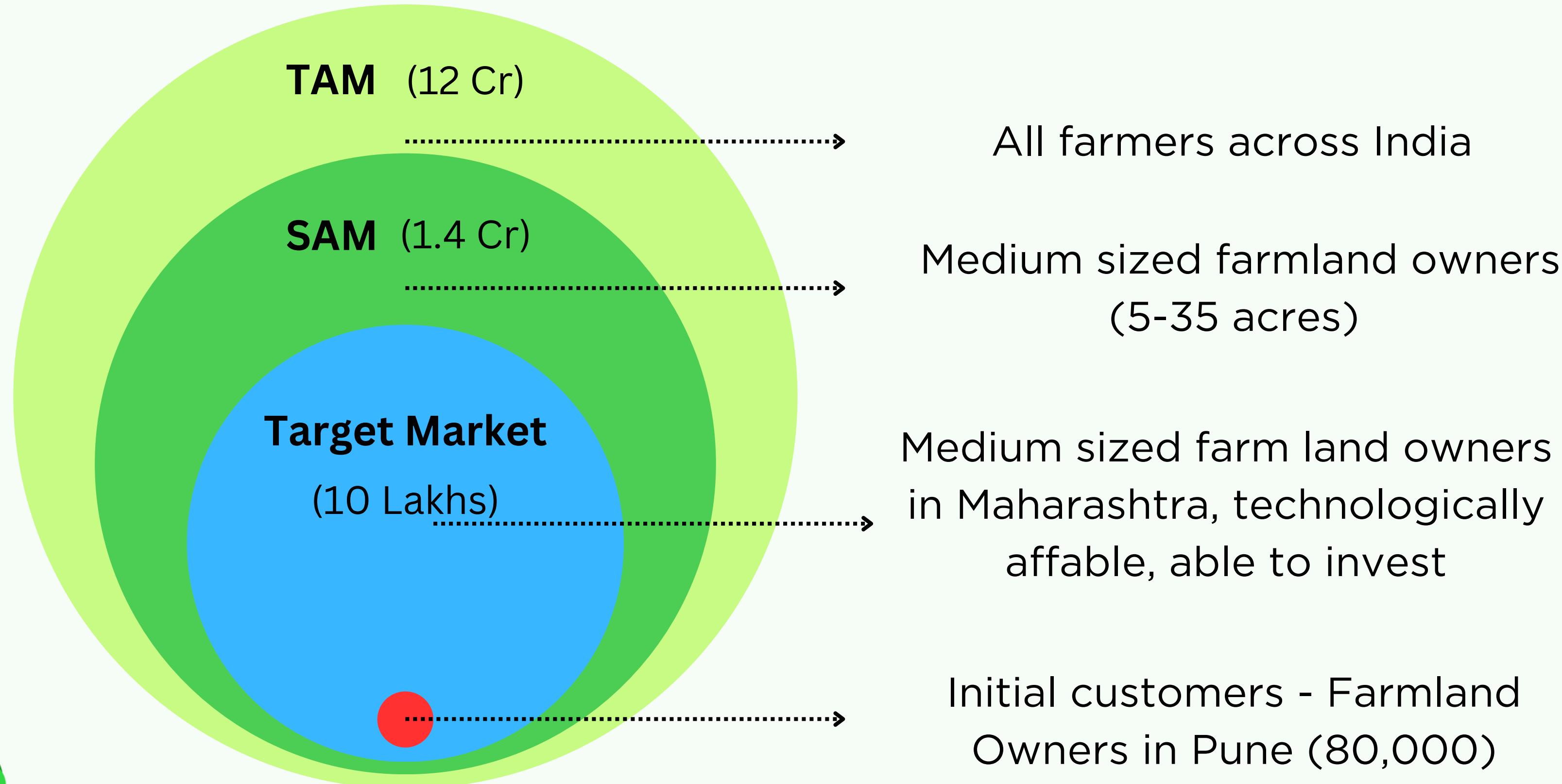
- Boost crop yields and profits.
- Transition to modern farming practices.
- Use data-driven insights for smarter decisions.

### Challenges:

- Reliance on outdated methods.
- Limited awareness of modern solutions.
- Financial constraints on investment.
- Smooth transition from tradition to innovation

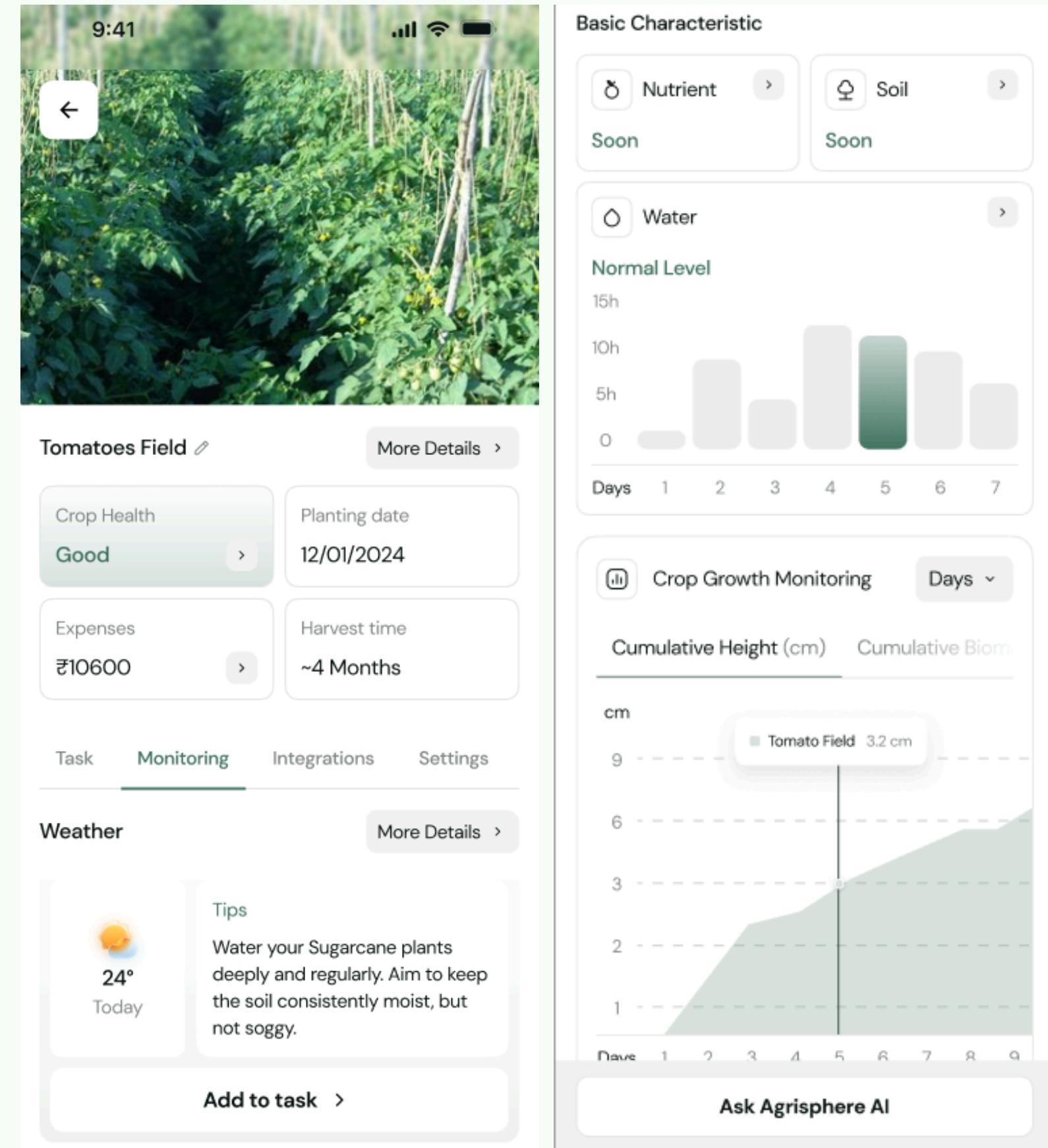


# MARKET SIZE



# THE SOLUTION

- **Comprehensive Technology:** Our solution integrates **real-time soil sensors, AI-based crop diagnostics, and personalized alerts** into a single platform that meets all essential farming needs.
- **Localized and Actionable Insights:** Our **AI** is specifically trained on **data for Indian crops and conditions**, allowing it to accurately diagnose crop issues and provide **instant recommendations** tailored to each farmer's **unique environment**.
- **Real-Time Alerts for Immediate Action:** Farmers receive **timely notifications** for irrigation, fertilization, and pest control, enabling **proactive decisions** that reduce crop loss and increase yield.
- **Why It's Unique:** As a **fully integrated and localized solution**, it combines hardware, software, and region-specific insights, offering an **all-in-one approach** that's difficult to replicate and invaluable to Indian agriculture.

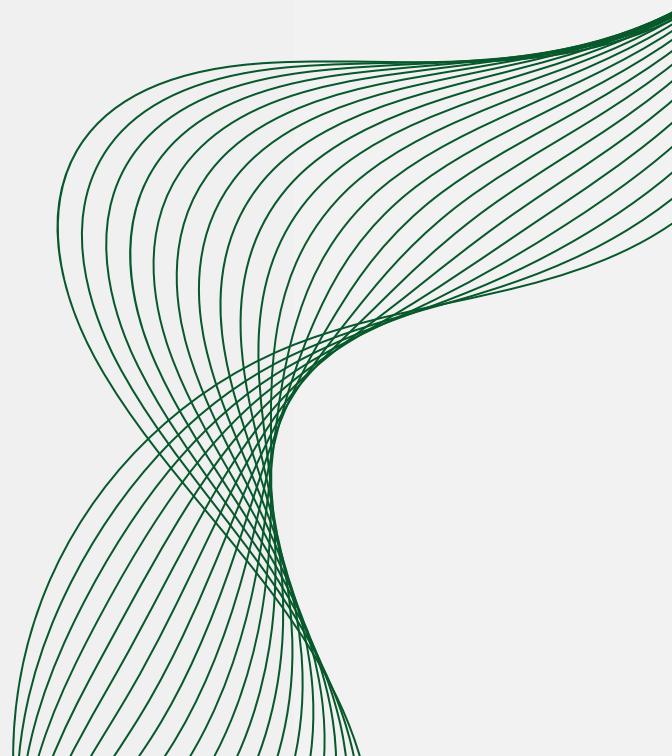
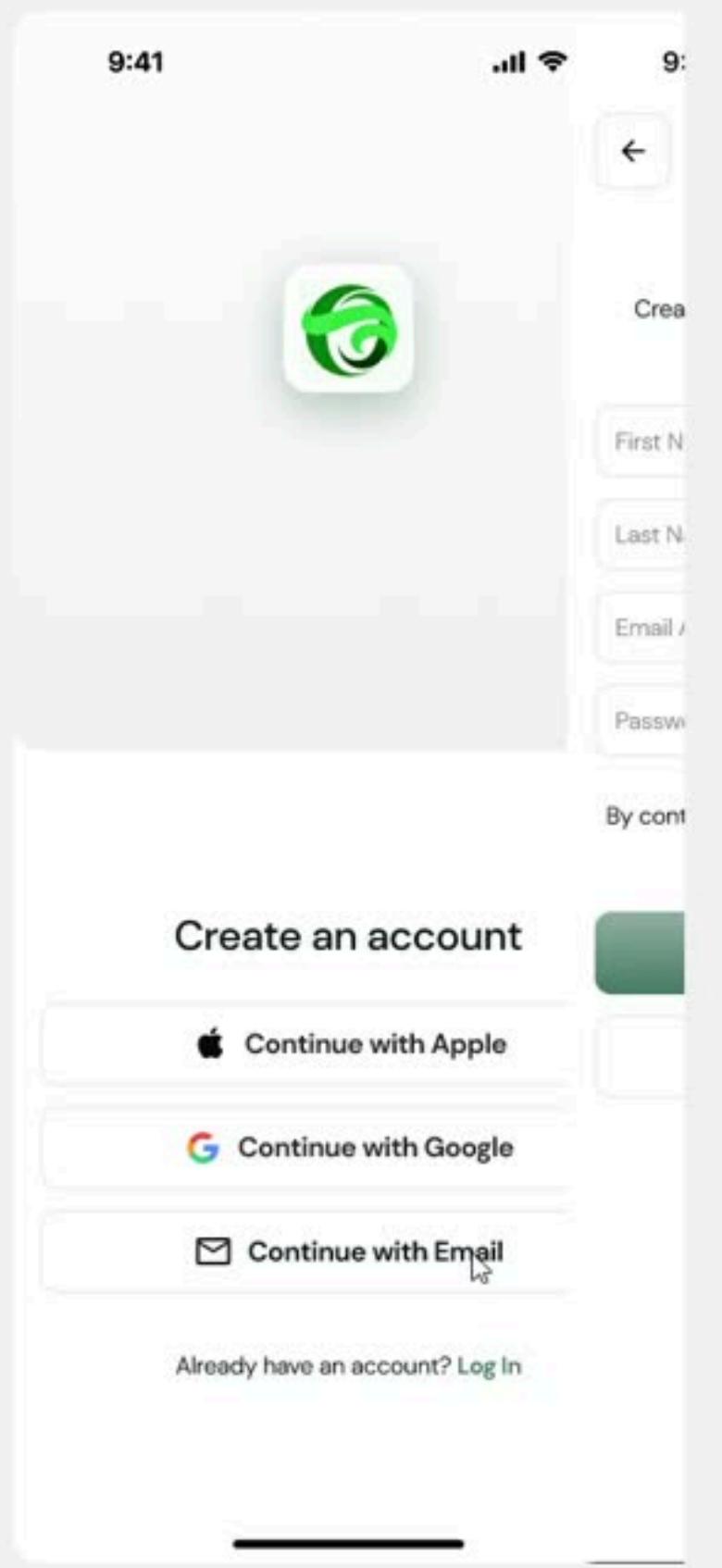


# THE SOLUTION

Aspect	Before	After
Intent	Farmers rely on traditional methods, often using guesswork for irrigation, fertilization, and pest control.	Farmers can make data-driven decisions based on real-time insights from our integrated platform.
Action	Actions are typically reactive, addressing issues after visible damage (e.g., wilting, nutrient deficiency).	Actions become proactive and timely, with alerts and recommendations sent directly to farmers' devices.
Plan	Planning for crop health management is largely based on seasonal patterns and intuition.	Planning is tailored and specific, guided by real-time sensor data and AI diagnostics for each crop stage.



# THE SOLUTION



# VALUE PROPOSITION

Agrisphere is a "**smart farming assistant**" that helps "**farmers** and **agri-businesses**" achieve "**higher yields**" and "**sustainable profits**" through "**data-driven, real-time, scientific insights.**"



# COMPETITIONS

Our unique advantage lies in providing **real-time soil testing** with a **physical kit** and delivering **personalized** farming recommendations through a **mobile app**. Unlike competitors like **Fasal**, **Cropin**, and the **agri-government sector**, which offer general advice or periodic soil tests, our solution offers **customized insights** for each farm based on **accurate**, real-time soil data. This makes our solution more **precise**, accessible, and **adaptable** to all farm sizes, ensuring better decision-making and higher yields for farmers.

	Cropin	AgroStar	Fasal	KrishiHub	Agri-gov sector	Agrisphere
Real-Time Soil Analysis with Physical Testing Kit					Limited	✓
Customized crop and fertilizer recommendation			✓		Limited	✓
End-to-End Farm Management Guidance	✓		✓	✓	Limited	✓
Adaptable for Different Farm Sizes	✓		✓	✓	✓	✓
User-Friendly Mobile Application	✓	✓	✓	✓	Limited	✓



# GO TO MARKET

## Customer Support:

- AI-driven guidance
- On-site kit setup
- Warranty

## Digital Channels:

- Social media
- Influencer collaborations
- Google search ads

## On-Ground Marketing:

- Demos at local fairs or agri-events
- Posters & banners in target areas

## Distribution Channels:

- Cooperative Partnerships
- Online sales platform
- Direct sales at events



## Education Empowerment:

- Smart farming webinars
- Local language tutorials for app & kit setup

## Key Partnerships:

- Agri-cooperatives & government agencies
- Farming related financing institutes
- Local seed & fertilizer suppliers



# REVENUE STREAMS

Revenue Stream	Details	Contribution to Total Revenue
Sensor Kit Sales	One-time sales from sensor kits for soil analysis, installed on customer farms.	40%
Subscription Fees	Annual or monthly app subscription for real-time, personalized farming insights and premium features.	25%
In-App Purchases	Premium add-ons within the app, such as advanced pest control, crop yield tools, and premium AI-based insights.	20%
Partnership Deals	Bulk sales to cooperatives, NGOs, or government bodies for distribution to regional farmers.	10%
Consulting & Training Services	Customized consulting and training packages for larger farm operations and cooperatives.	5%



# GANTT CHART

PROCESS	YEAR 1				YEAR 2				YEAR 3	YEAR 4
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
Research & Planning		Market Research Data Collection		App Prototype Sensor Prototype						
Testing & Optimization					Field Testing Optimize Design			Refine based on feedback Introduce new features		
Product Launch						Beta Release Early Marketing		Official Release		
Market Expansion						Scale Manufacturing Expand Partnership		Expand to additional regions Build customer support team		
National & Product Scaling								Explore export options Strengthen brand presence		

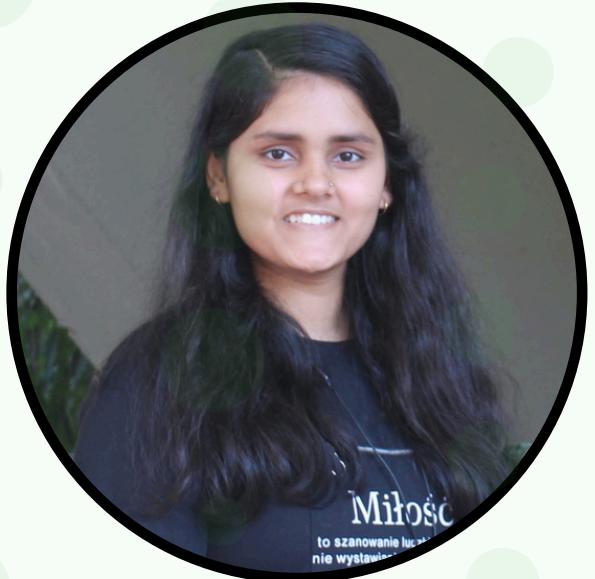


# FINANCIAL PROJECTIONS

Market	2025	2026	2027	2028	2029
Units	7250	8520	9550	10,700	11,200
Price per unit (Rs)	600	650	725	800	900
Total Revenue	43.5 lakh	55.3 lakh	70 lakh	85 lakh	1 crore
Material & Manufacturing cost	14 lakh	16 lakh	19 lakh	21 lakh	24 lakh
Sales and Marketing cost	1 lakh	2 lakh	4 lakh	6 lakh	9 lakh
Profit before tax	28.5 lakh	37.3 lakh	47 lakh	58 lakh	67 lakh



# THE TEAM



Anshika Tripathi



Monica S



Anand Shinde



Saurabh K G



Jay Rathod



Mridul Choudhary



Soyal Khan



Himanshi Meena

