



Future Plans and Strategy

Start-up Sprint


organigo

Hostel code:78



OrganiGO was born after multiple rounds of discussions, alterations and validations from a vast genre of people. We the founders poured our hearts into creating the project and hence to take it to the next level would most definitely be one of the goals in the near future. The initiation for the company was a long and tedious process but the to take it to the next level we the founders are at most excited.

As per our on ground research and understanding of the problem we decided to start the enterprise in Guwahati. Our multiple visits to the city in order to understand the city and the market around the city helped us to cement the initiation to be in Guwahati.

As the PS. Required the sale of Organic products, which on average have a upwards premium selling cost of 15% to 25% depending on the product being sold, we chose the richer sections of Guwahati to be our first market. The spending power as well as the per capita income in our selected location of Beltola would help us to have a strong foot holding in our initial days.

The community living in beltola is considered to be more spending as well as more aware and educated hence knowing about the harmful effects of conventional farming methods. We have started to put up our advertisements(Form of posters) in the region in order to pull up some initial crowd. Through Our starter kit in order to board farmers, we were also able to convince some farmers in nearby areas of assam(Pabhoi Greens region) to provide us with samples in order to verify and certify their produce.



Initial Supply Chain:

The initiation is to be done from Guwahati itself. The initial supply chain model which we are proposing currently is the based on outsourcing and renting the of large money assets.

Brief Overview of the Initial Supply Chain:

The current scenario in India with the delivery or buying of organic vegetables involves multiple middlemen.

Organigo Future Plans and Goals

2025: Initiation and Local Expansion

Our journey in 2025 will focus on solidifying ***Organigo***'s presence in Guwahati and laying the groundwork for regional growth.

1. **February - First Cold Storage Rental:** To ensure the freshness of our organic produce, we plan to rent our first cold storage facility. This will help streamline our supply chain and reduce spoilage.
2. **February - Beltola Operations Begin:** We will commence operations in the bustling Beltola area, tapping into a key market for fresh produce in Guwahati.
3. **March - Dark Stores Expansion:** To enhance delivery efficiency, we will expand into dark stores, enabling faster fulfillment of online orders.
4. **May - Expansion to Christian Basti & Ganeshguri:** By mid-year, we aim to establish our presence in Christian Basti and Ganeshguri, two prominent localities with high consumer potential.



5. **September - First Asset Acquisition:** We plan to acquire our first major asset, marking a significant milestone in our journey towards operational independence.

2026: Regional Growth and Diversification

In 2026, ***Organigo*** will focus on expanding its operations beyond Assam and diversifying its offerings.

1. **Q1 - Sikkim Operations Expansion:** We will launch operations in Sikkim, leveraging the state's strong organic farming culture to expand our farmer network and product range.
2. **Q4 - Vermicompost & Manure Business Scaling:** By the end of the year, we aim to scale our vermicompost and manure business, providing farmers with sustainable agricultural inputs and creating an additional revenue stream.

2027: Market Penetration and Revenue Growth

In 2027, our focus will shift towards penetrating wealthier markets and boosting revenue streams.

1. **Mid-Year - Penetration into Richer Cities:** We plan to expand into affluent urban areas where demand for high-quality organic produce is strong. This will help us capture a premium market segment and increase profitability.

2028: Supply Chain Expansion and Corporate Engagement

By 2028, ***Organigo*** will focus on strengthening its supply chain and fostering corporate partnerships.

1. **Launch of Long-Distance Supply Chain:** We will establish a long-distance supply chain to connect remote farmers with urban



markets across India, ensuring wider reach and better market access.

2. **Introduction of Organigo Corporation Exchange Drive:** This initiative will focus on building partnerships with corporations to promote sustainable practices, facilitate bulk purchases, and support our growth through corporate social responsibility (CSR) initiatives.

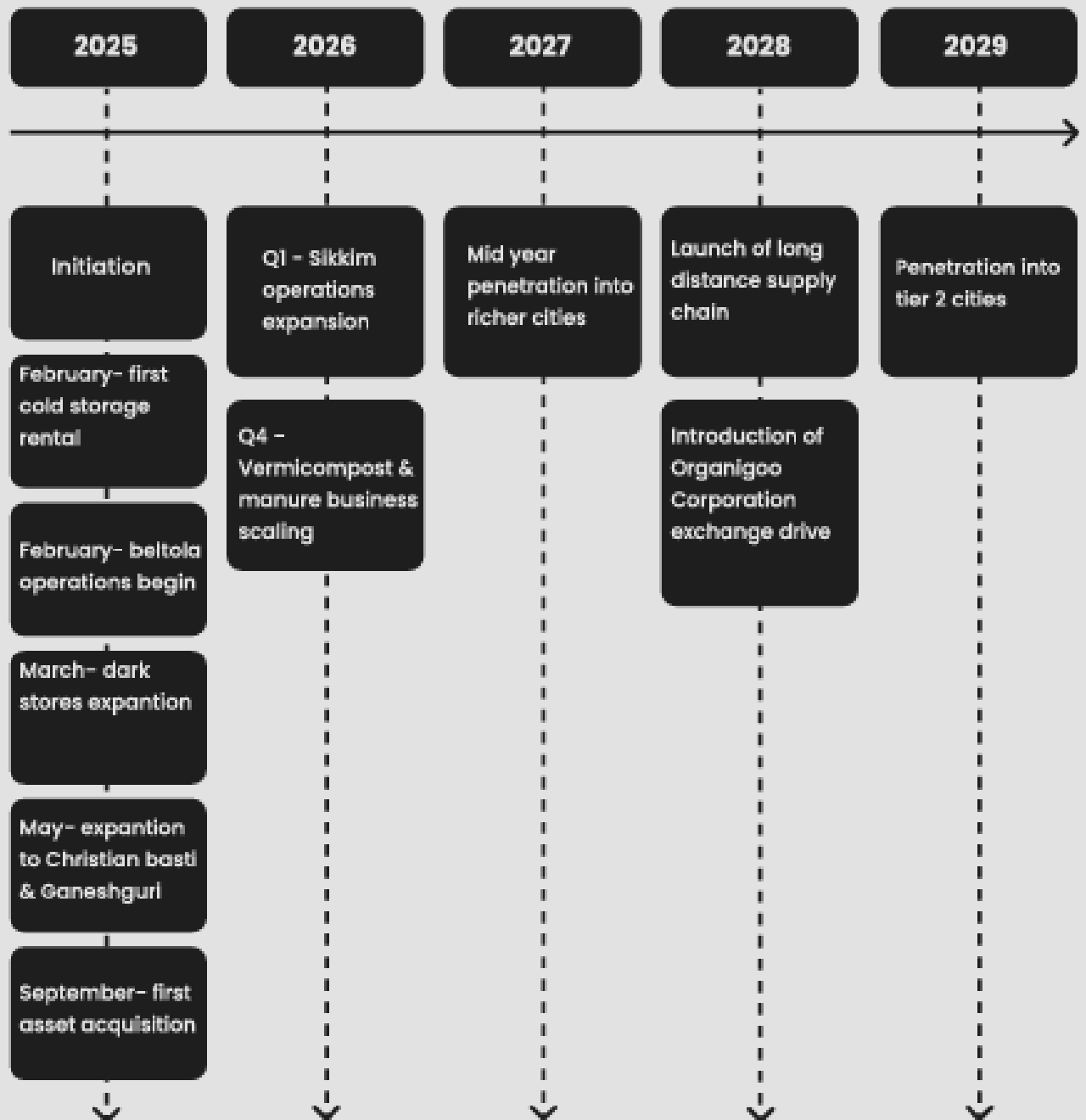
2029: National Expansion

In 2029, ***Organigo*** will aim to establish a national footprint.

1. **Penetration into Tier 2 Cities:** We will expand into tier 2 cities across India, bringing our organic products to a broader audience and empowering more farmers through our platform.

These future plans and goals reflect our commitment to sustainable growth, innovation, and community empowerment. With each phase, ***Organigo*** aims to strengthen its impact on the organic farming ecosystem and contribute to a healthier, more sustainable future for all stakeholders involved.

Business Growth Timeline





Strategic Collaborations and Innovations

In future

To further enhance our offerings and support farmers, *Organigo* is planning several key collaborations:

1. **IoT Devices for Farmers:** We propose collaborating with *NIubol* to provide IoT devices for the fields of our organic farmers at discounted rates. These devices will offer critical insights such as humidity, pH levels, temperature, and more, enabling farmers to optimize their crop yields and maintain the highest quality standards. This technological integration will allow farmers to adopt precision farming techniques, reducing resource wastage and increasing overall efficiency.
2. **Vermicompost Collaboration:** We hope to collaborate with *Prof. Ajay Kalamdhad* to source his in-house produced vermicompost, which has been statistically proven to enhance plant growth and reduce the risk of pest attacks on organically grown crops. This high-quality vermicompost will not only improve soil health but also contribute to better crop resilience, ensuring consistent yields for farmers.
3. **Manure Supply Partnerships:** We will seek partnerships with local pig and cow farms to procure high-quality manure. In a mutually beneficial exchange, we will supply unsold vegetable and fruit matter as fodder for farm animals, fostering a sustainable agricultural ecosystem. This closed-loop system will minimize waste, reduce input costs for farmers, and promote a symbiotic relationship between crop and livestock farming.
4. **Collaboration with Agricultural Universities:** We plan to partner with agricultural universities across India to conduct research and development on sustainable farming practices. This

collaboration will provide us with cutting-edge insights and innovative techniques to further support our farmers.

5. **Government and NGO Partnerships:** We aim to collaborate with government bodies and non-governmental organizations to access subsidies, grants, and support for organic farming initiatives. These partnerships will help us scale our operations and reach more farmers and consumers.
6. **Community Engagement Programs:** We will develop community outreach programs to educate local farmers and consumers about the benefits of organic farming and healthy eating. These programs will foster stronger relationships with our stakeholders and build a loyal customer base.

Signing Out

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