

FRUIT COLOR SORTING INDUSTRIAL AUTOMATION

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PROBLEM Sorting fruits by hand is slow, mistake happen, and it cost a lot.	SOLUTION Use machines that can se and sort fruits by color will make it faster and more accurate.	UNIQUE VALUE PROPOSITION Make fruit sorting quick and error-free with machines that can tell color apart.	UNFAIR ADVANTAGE Use the best color sorting machines making fruit processing industry work better than others.	CUSTOMER SEGMENTS 1. Fruit processing industries.	
EXISTING ALTERNATIVES Manual sorting of fruits passing on conveyor belt within fruit processing industries.	KEY METRICS 1. Sorting speed . 2. Less mistake.		CHANNELS 1. Meeting and demos to show how the new machines work to fruit procssing industries. 2. Direct sales team who talks to fruit companies directly about usng new color sorting machines.		EARLY ADOPTERS 1. Large fruit processing companies. 2. Progressive farmers who are open to innovative agriculture solutions.
	HIGH-LEVEL CONCEPT 1. Get machines, put the new color sorting machines in fruits places. 2. Teach working staff how to use and care the machines.				
COST STRUCTURE 1. Buying color sorting machine. 2. Teaching workers who will operate and taje care of new machines.			REVENUE STREAMS Charge fruit companies and groups based on how much load is used on color sorting machine		



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