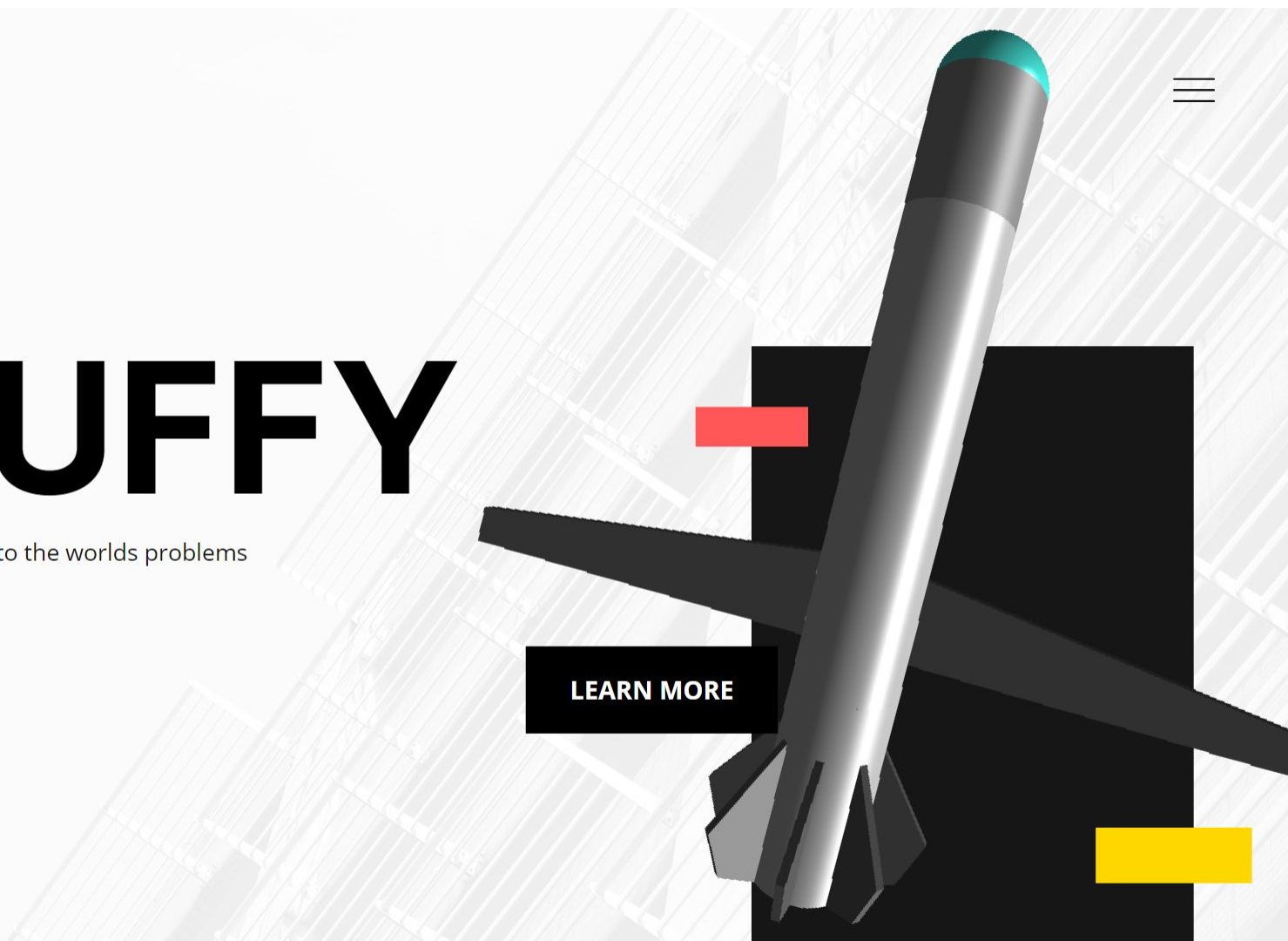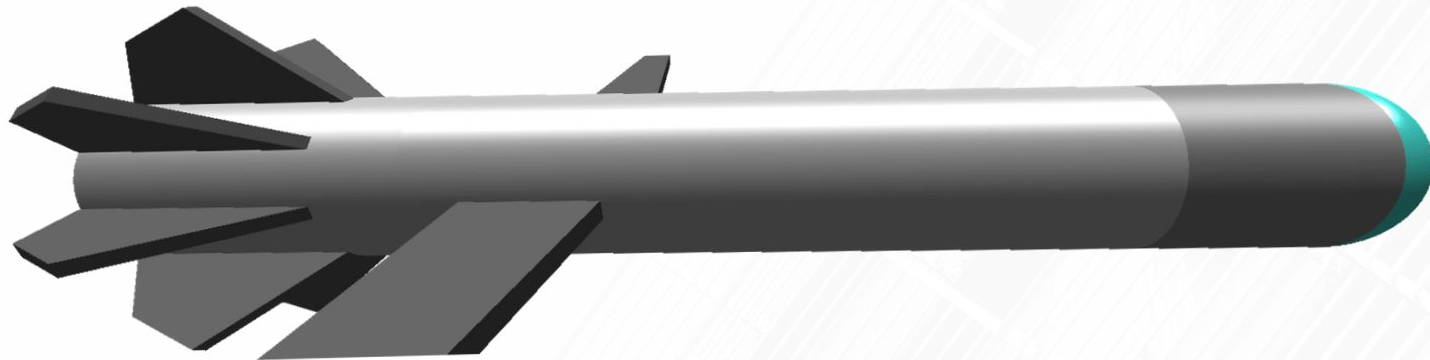# FLUFFY

It is solution to the worlds problems

LEARN MORE

FLUFFY INC.

BRIEF DESCRIPTION OF START-UP.

The project that we have is an autonomous plane which flies its shelf. it is a flying vehicle shaped like a missile which could be set up on the roofs of buildings like hospitals or the back of search and rescue vehicles or from a handheld position. it uses the AI on board to fly itself and to train itself to fly better and can go to its destination, do its task and come back without any human interaction. the AI on board can be used to fly commercial planes which would make them more economical. it has a variety of sensors in it, it uses global positioning systems and is always connected to at least 3 and at max 16 satellites. The vehicle can be used for different tasks using different modules which can be swapped very easily. the vehicle will be autonomous and will be very easy to use for the easy spread of it in this untapped market. It has been one of my major projects for the last 3 years

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SOME SECTORS WHICH FLUFFY CAN CONQUER

FLUFFY WILL BE USED IN EVERY SECTOR IN ONE WAY OR THE OTHER

ENVIROMENT

it could be used to replant burned forests very quickly and it also has high-definition cameras which could be used to find hunters or poachers.

More Information ...

HEALTHCARE

it could be used to deliver medicine to far places very quickly and easily.this could save a lot of lives.

More Information ...

AGRICULTURE

The farmers don't have a cheap way to put fertilizer in their crops and they cannot monitor the growth of a large crop

More Information ...

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WORKING'S

The location will have a ground lunch station .these will be present in all **major towns and villages**. this ground station will act as a mediator for the operation of the FLUFFY system.

The vehical with the specified modules will be lunched from the camps and will be monitored by the station staff.

 It uses **AI on board** to fly itself to reach its destination, perform the required tasks input by the user through an **app** and return to its ground station autonomously .

< it can also be lunched from a **Rescue vehicals**

< it can lunched from tops of **Hospitals**,using specilied lunch stations .

< even **Handheld** versions

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PROBLEM STATEMENT

**THE PROJECT CAN BE USED FOR MANY SECTORS,BUT FOR EXAMPLE I HAVE CHOSEN AGRICULTURE (JUST BECAUSE IT COVERS ALL THE SENSORS) **

MAJOR SECTORS : AGRICULTURE

Technology has redefined farming over the years and technological advances have affected the agriculture industry in more ways than one. Agriculture is the mainstay occupation in many countries worldwide and with a rising population, which as per UN projections will increase to 9.7 billion in 2050, food production will have to increase by 60% to feed an additional two billion people. However, traditional methods are not enough to handle this huge demand. As a result, Artificial Intelligence (AI) is steadily emerging as part of the agriculture industry's technological evolution. The challenge is to increase global food production and to feed an additional two billion people. AI-powered solutions will not only enable farmers to improve efficiencies but they will also improve quantity, and quality and ensure faster go-to-market for crops.
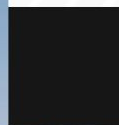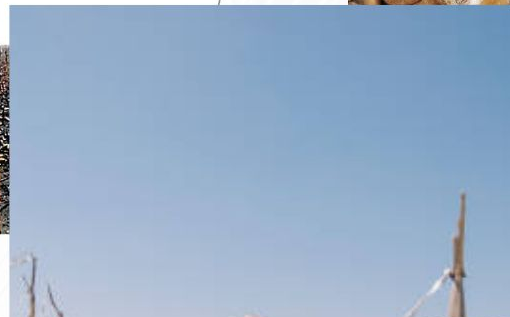
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SOLUTIONS FOR AGRICULTURE

It can be used to **spray fertilizers** and **pesticides** instead of biplanes which are very expensive. it Can detect the weed-affected areas and pests to precisely spray in the right region to reduce the usage of herbicides and insecticides, hence **lowering the risk of water pollution considerably.**

The Seed Dispersal Modules could disperse hundreds of seeds and could plant large farms and they could also be used to **replant burned forests.** These drones can plant hundreds of seeds per minute and we can have multiple drones operating at the same time to plant a large area of land in less time, ensuring great harvests in the harvesting season, helping the farmers to a great extent.

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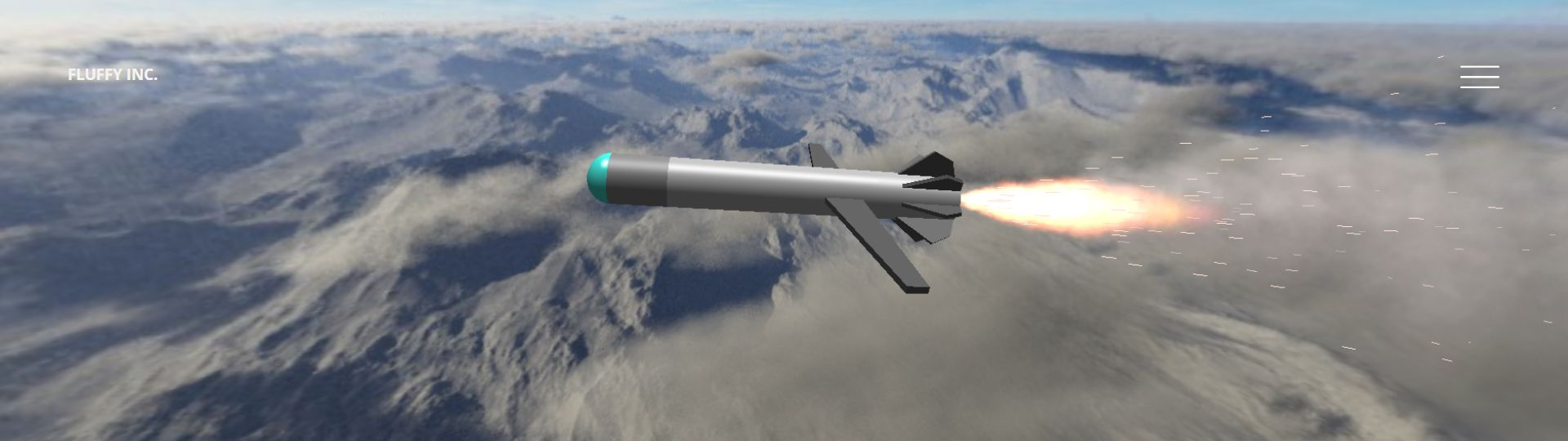
It can also be used for **Cloud Seeding** using pressurised cans of Silver Iodide and can be released in a cloud to make it rain in specific areas, hence enhancing the water supply in areas which can't be covered easily.

The **high-definition cameras** module on board the vehicle can be used to map out areas as well as monitor its stages of growth, essential for optimizing the production efficiency.

 It has **Ground Penetrating Radar(GPR)** which can provide high-resolution subsurface information, which may be used to estimate depths to soil horizons and bedrock surfaces that restrict, redirect, and/or concentrate water flow, i.e. it can recognise the moisture content in the soil.

The **Thermal Imaging camera** (an Optical Imager) module on board is useful at sensing a difference in heat hence detecting potential fire breakouts, saving the hard earned crops and people's lives. The ability to see heat from above provides a critical perspective that has long been recognized as imperative to successful operations.Moreover the Infrared camera detects leaks, clogs, and other irrigation issues which could further help in reducing the wastage of water.

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CUSTOMER SEGMENT

The **target market** of the project will be you,l and the general public, it may also include government contracts.

the vehicle can be used for a lot of sectors hence there is no limit to its customer list. every industry will need it in one way or the other.

the market for the project is so big that **billions** are spent trying to develop it and even after that the companies are not able to compete with their goals .hence,my project can change that and can take over this untapped market using **Blue ocean strategy.**

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COMPETITORS

In the market of drone delivery, there is many companies but all of them are focused on the door to door delivery or just forced in urban areas.

On the other hand, FLUFFY is focused on a **modular vehicle** that can carry a **heavier loads** than those propeller quadcopters. FLUFFY has a **larger range** and is **faster** than them and because of the flying wing design, it can go to higher altitudes and will be **cheaper too.**

Additionally,these companies have no future plan for moving into other sectors hence,its an open market with very little competition which would lead to **less capital needed and Disruption** of market.

MORE INFORMATION

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FLUFFY INC.

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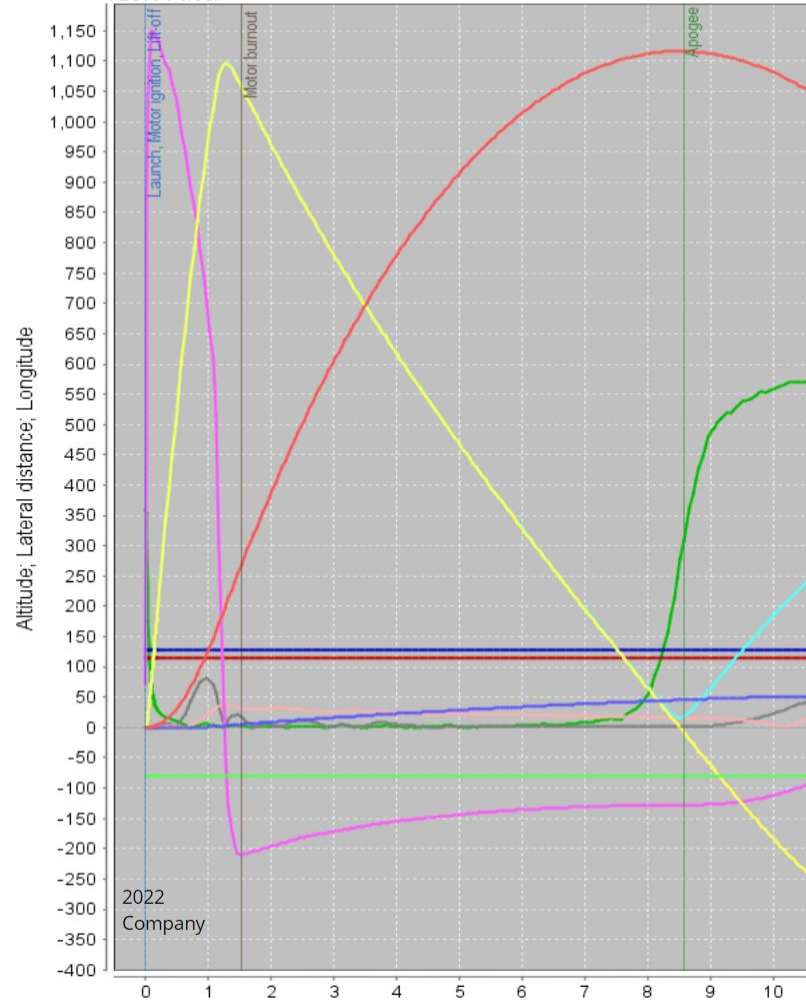
COST/ESTIMATES

the vehicle has different modules for different tasks, hence the cost can vary. the cost of the ground station staff and the distribution costs are all added up.

Unit cost: 1.4 lakh
Subcription: 15000-23000

the costs also depend on the volume of the units sold. the features and services also influences the cost.

the **tax relief programs** made by the government for these products (like make in India program) are also a major factor here.

the maintains cost would be quite low,giving us the bigger bag and leading to **more profits** with next to no competitors.

the cost would also be kept low using local resources and manufacturing practices .the Indian workforce would be essential in keeping the cost low.

FLUFFY INC.

FUTURE GROWTH

Currently, it is in the prototype stages and I am testing different sections of the vehicle separately to minimize errors but I would still need some time to make the thing work. most of the sections work easily but others give me a little hard time. it is a big invention so going on the right path is key for me.

the **Minimum viable product** can be made if enough funds are generated. the project has good potential to grow, just because all the elements are available and the market is open. this project is for you, me and the general public. hence, it will be easy to use and will grow quite fast.

In future, I hope that every location in the world would have one of the ground station near it so that everyone can benefit from my project .my project has the capability of turning into an **Unicorn** comapny.

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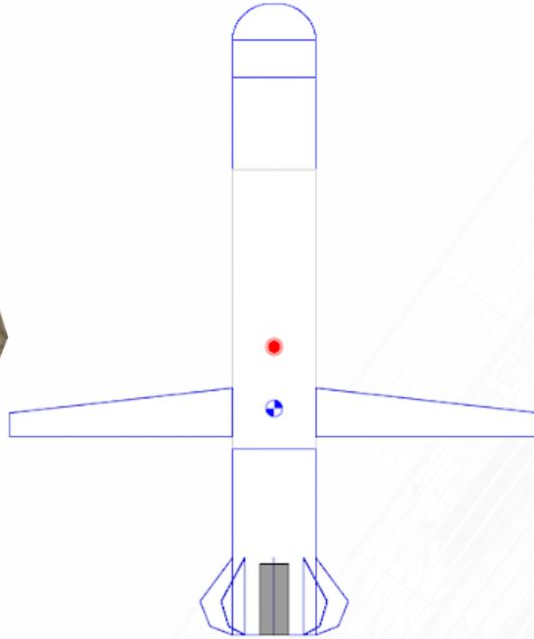
<u>TEAM</u>

RISHIT KATIYAR

I am a very skilled programmer and I have made robotics and machines since second grade. I started small but now I have my hand in every sector of tech. I have won a lot of competitions and I am on my school's coding and robotics team. I am very hardworking and I find very unique ways to solve a problem. I make things happen at any cost. I have made smart mirrors, autonomous planes, Bluetooth cars, the mechanical structure of a horses leg, reaction control systems and a lot of other things like RF modules and GPS

WORKING PROTOTYPE !!

PROOF OF CONCEPT

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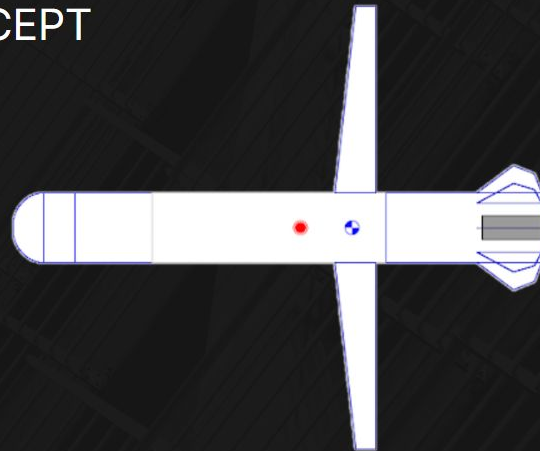
BUSINESS MODEL CANVAS

VALUE PROPOSITION

I am making an autonomous flying vehicle which could be used for the delivery of medicine, and security of a specified area and in agriculture, it could be used to make the harvest more efficient.

this product is for the **general public**. they would use an app to use these services, hence it is very easy to use.

we even have a **Minimum viable product** for now, which will provide a proof of concept for us.

CUSTOMER SEGMENT

The **target market** of the project will be you,I and the general public, it may also include government contracts.(both B2B and B2C)

the vehicle can be used for a **lot of sectors** hence there is no limit to its customer list. every industry will need it in one way or the other.

the market for the project is so big that **billions** are spent trying to develop it and even after that the companies are not able to compete with their goals .hence,my project can change that and can take over this untapped market using **Blue ocean strategy.**

KEY ACTIVITIES

the KEY ACTIVITIES are developing AI systems for the vehicle and hiring skill programmers, making ground lunch stations, creating a network of despatch locations and hiring lunch station staff. making the interface APP is also a major key activity.

PARTNER NETWORK

my PARTNER NETWORK are the chinese suppliers, Alibaba and Taiwan Semiconductor Manufacturing Company (TSMC). other partners will be local vendors .**Civil Aviation Authority (CAA)** of India will also play a major role here.

CUSTOMER RELATIONSHIPS

It uses **AI on board** to fly itself to reach its destination, perform the required task's input by the user through an **app** and return to its ground station autonomously .hence it is a self-service relationship.

the **target market** will see the product and its benefits and will come to us for our service by downloading our app. we would keep them by providing rental service. this will lead to growth too.

COST STRUCTURE

The most important costs are the cost of the vehicle and the cost to build a ground lunch station.

the most expensive resource will be the **staff** of the ground lunch station. Another key activity which will be expensive would be the **land** cost for the station.

at first, these costs will bug us but as time will go the cost of the assets will be negligible and we would be turning **lot of profit.**

REVENUE STREAMS

the company makes **capital** by providing rental services for the delivery of medicines to far places. we also provide modules for agriculture and the environment.

all of this will lead to profits being made. the customers are signing up for a **subscription rental service**, hence it is a recurring service.

we can also control the price because there is no other competitor for us in this **untapped market.**

THANK YOU