

<div>PROBLEM</div> <div><div><div>- Lack of smart infrastructure (transport, energy, internet)</div><div>- Limited access to: - Government/private funding</div><div>- Mentorship and tech support</div></div></div>	<div>SOLUTION</div> <div><div><div>- Affordable smart kits (solar, IoT, monitoring)- Innovation toolkit (training, low-cost tech)</div><div>- Mobile platform for connecting entrepreneurs to: - Tech experts - Mentors - Funding</div></div></div>	<div>UNIQUE VALUE PROPOSITION</div> <div><div><div>1☒☒ Access to mentorship & funding</div><div>3☒☒ Increased productivity & inclusion</div><div>2☒☒ Scalable rural infrastructure</div></div></div>	<div>UNFAIR ADVANTAGE</div> <div><div><div>- Local innovation labs tailored to rural needs- Strong partnerships with impact-focused tech startups- Deep collaboration with grassroots orgs</div><div>- Prioritize inclusion of marginalized castes in training, funding, and mentorship.- Work with NGOs focused on caste equity to ensure fair access.</div></div></div>	<div>CUSTOMER SEGMENTS</div> <div><div><div>**Primary:** - Local governments & development agencies- NGOs in rural development</div><div>**Secondary:** - Tech startups offering rural smart solutions</div></div></div>
<div>EXISTING ALTERNATIVES</div> <div><div><div>BharatNet (India) A government initiative to bring high-speed broadband to rural villages. Enables digital services like e-health, e-education, and online commerce.</div><div>Husk Power Systems Uses renewable microgrids (solar + biomass) to electrify rural areas in Africa and Asia. Smart meters and remote monitoring improve energy efficiency and billing.</div></div></div>	<div>KEY METRICS</div> <div><div><div>- * of rural businesses onboarded*</div><div>*Productivity/output increase*- in target sectors</div><div>*Infrastructure gap reduction* (power, water, broadband)- *</div><div>*Funding/tech support*-disbursed</div></div></div>	<div>HIGH-LEVEL CONCEPT</div> <div><div><div>**Smart Rural Infrastructure** → Scalable access to power, broadband, IoT, solar, mobility</div><div>**Digital Enablement of Rural Industries** → Tools and platforms for productivity, market access, and quality control</div></div></div>	<div>CHANNELS</div> <div><div><div>**Partnerships:** - Local NGOs, SHGs, rural banks, MFIs- Government rural development schemes</div><div>**Outreach:** - Online campaigns- Mobile vans and field visits</div></div></div>	<div>EARLY ADOPTERS</div> <div><div><div>☒ Progressive Rural Entrepreneurs</div><div>☒ Farmer Producer Organizations (FPOs)</div><div>☒ Rural Innovation Hubs or NGOs</div><div>☒☒ District or Panchayat Officials Supporting Digital India or Smart Village Missions</div></div></div>
<div>COST STRUCTURE</div> <div><div><div>**Technology Development**:</div><div>**Hardware Procurement**:</div><div>**Training & Outreach**:</div><div>**Personnel Costs**:</div><div>**Logistics & Distribution**:</div><div>**Partnership Management**:</div><div>**Maintenance & Customer Support**:</div></div></div>			<div>REVENUE STREAMS</div> <div><div><div>**Hardware Sales**:</div><div>**Subscription Fees**:</div><div>**Government Contracts**:</div><div>**Training & Certification**:</div></div></div>	

