



**Feeding Bangladesh**

# Problem Statement

- No proper market regulation
- Unfair pricing
- Lack of market analysis
- Lack of production data
- Inefficient or nominal use of technology
- Decreasing social and economical status of people dependent on agriculture



# Our Proposal

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- **'Amago'** is a digital hub service that aims to connect
  - **Independent Farmers to Retailers.**
  - **Directly and Efficiently**
  - **By making fair and optimal use of market information.**
- 
- **Will also provide farmers with cold storage facilities**
  - **And retailers access to those storage inventories via the cloud**







# USER STORIES





# PROJECT OUTPUTS

- Segment the Client Types
- Android App for Produce
- Web Interface for Retail
- Database Storage
- Introduce to IRL users
- Leverage data for prediction



## Database

Postgresql RDBMS

Node.js

## API

Restful API

## Android Application

Communicate with API

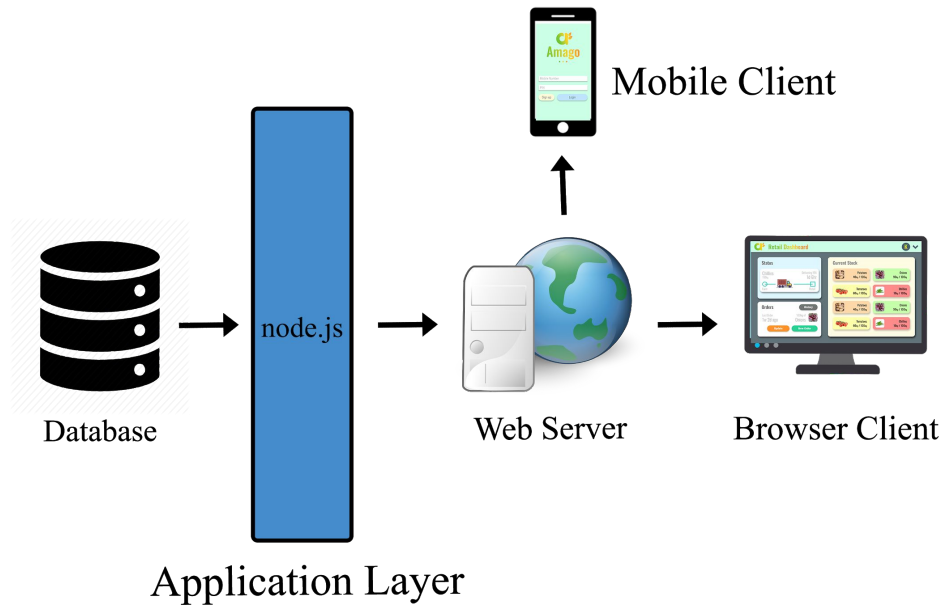
Separate Apps for Farmers, Drivers

## Web Interface

Html, CSS, Javascript

Used by Retail Clients

# Implementation Details



# UI DESIGNS

## Web Client Design

New Producer Sign Up  
Please Enter your Details  
and upload your document



Sign up >



Sign up

Login



Welcome  
<Producer Name>

Last Sale: **Potato**  
80Kg @ 25BDT/kg

Current Harvest: **Potato**  
80Kg

Sell

New Harvest

Retail Details: **Shwapno**  
01715646969

## Mobile App Design

### Retail Dashboard



#### Status

Chillies  
100kg

Delivering ETA  
1d 6hr



#### Orders

Last Order  
1w 2d ago

100kg of  
Onions



Update

New Order

#### Current Stock



Potatoes  
40kg / 100kg



Onions  
90kg / 100kg



Tomatoes  
60kg / 100kg



Chillies  
10kg / 100kg



Potatoes  
40kg / 100kg



Onions  
90kg / 100kg



Tomatoes  
60kg / 100kg



Chillies  
10kg / 100kg

# Business Model



## **Connect Farmer To Retailer**

A Farmer may choose to sell their produce directly to a retailer. Amago will provide logistical and temporary storage support. Each transaction will be charged a percentage fee.

## **Provide Long Term Storage**

A Farmer may opt to store excess seasonal produce in our cold storage Free of charge. So they may sell at a higher price in the future. The profits will be shared between Amago and the Farmer

## **Sustainability**

Try to pivot the farming and transaction data to create new forms of revenue.

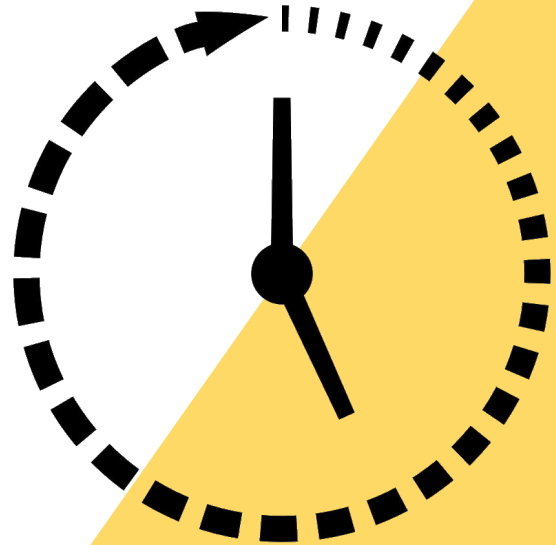


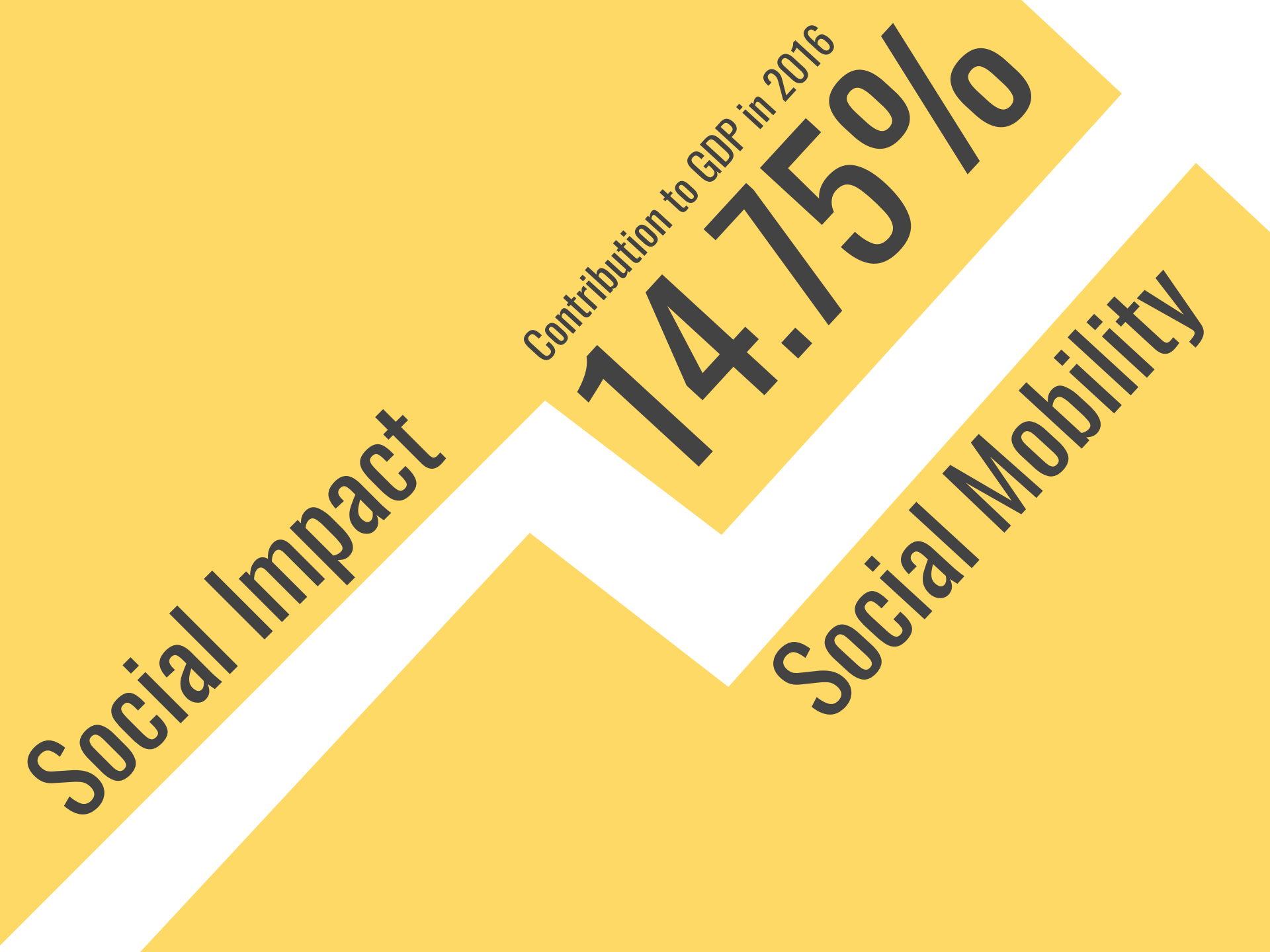
# Development Plan

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Technology Development in 4 Core Phases:

- *Phase 1: Research*
- *Phase 2: Core Development*
- *Phase 3: Performance optimization*
- *Phase 4: User testing*





**Social Impact**

**Contribution to GDP in 2016**

**14.75%**

**Social Mobility**

# Thank you



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