

# AGRICONNECT

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNIQUE ADVANTAGE	CUSTOMER SEGMENTS
<p>Farmers face</p> <ul style="list-style-type: none"> <li>Lack of fair market access.</li> <li>Unpredictable weather</li> <li>Delayed access to labour/machinery.</li> <li>Limited Resources.</li> </ul> <p><b>PROBLEM TO OPPORTUNITES</b></p> <p>Analysing need of farmers.</p> <ul style="list-style-type: none"> <li>Analysing network of farmers.</li> <li>Nature of problems</li> </ul> <p><b>ALTERNATIVES</b></p> <ul style="list-style-type: none"> <li><b>Lack of Farmers' connectivity.</b></li> <li>Information &amp; Technology Gap.</li> <li>Consumer Trust &amp; Organic Certification.</li> </ul>	<ul style="list-style-type: none"> <li>Weather Prediction Integration).</li> <li>On-Demand Labor &amp; Machinery Booking.</li> <li>E-commerce for farm products</li> <li>Resource Hub</li> </ul>	<p>Fair Market Prices – Direct farmer-to-consumer selling platform.</p> <p>AI-driven Weather Predictions – Alerts to prepare for climate changes</p> <p>On-Demand Machinery &amp; Labor – Booking system for farm tools &amp; workers.</p> <p>Smart Resource Management- Affordable access to seeds, fertilizers, and financial aid.</p>	<ul style="list-style-type: none"> <li>Tech-enabled farmer-centric ecosystem</li> <li>Combining e-commerce, AI-based weather forecasting, and an agri-resource hub in a single platform.</li> </ul>	<ul style="list-style-type: none"> <li>Farmers</li> <li>Consumers</li> <li>Consumer industries</li> <li>Transportation man</li> <li>Finance person</li> </ul>
KEY METRICS		CHANNLES		EARLY ADOPTERS
<ul style="list-style-type: none"> <li>Number of farmers onboarded.</li> <li>Increase in direct farmer sales</li> <li>Reduction in crop loss due to weather alerts</li> <li>Successful labor/machinery bookings</li> </ul>	6	<ul style="list-style-type: none"> <li>Mobile &amp; Web App (For easy access &amp; order placement).</li> <li>Local Farmer Cooperatives &amp; NGOs (For awareness &amp; adoption).</li> <li>Social Media &amp; Agri Workshops (To connect farmers to the platform).</li> </ul>	4	<ul style="list-style-type: none"> <li>Farmers Facing Market &amp; Logistics Challenges.</li> <li>Tech-Savvy Farmers &amp; Young Agri-Entrepreneurs.</li> <li>Government &amp; Agri Support Organizations.</li> <li>Health-Conscious &amp; Ethical Consumers</li> </ul>
COST STRUCTURE		REVENUE STREAMS		
<ul style="list-style-type: none"> <li>Marketing &amp; Farmer Training</li> <li>Weather &amp; AI System Integration</li> <li>Platform Development &amp; Maintenance</li> <li>Logistics &amp; Partnership Management</li> </ul>	5	<ul style="list-style-type: none"> <li>Transaction Fees – Small commission on each sale.</li> <li>Subscription Model – Premium weather and farm advisory services.</li> <li>Partnerships – Collaborations with agri-tech firms &amp; local suppliers.</li> <li>Advertisements – Agri-based ads for tools, fertilizers, and machinery.</li> </ul>	5	