

AGRICONNECT

PROBLEM

Farmers face

- Lack of fair market access.
- Unpredictable weather
- Delayed access to labour/machinery.
- Limited Resources.

PROBLEM TO OPPORTUNITIES

Analysing need of farmers.

- Analysing network of farmers.

- Nature of problems

ALTERNATIVES

- **Lack of Farmers' connectivity.**
- Information & Technology Gap.
- Consumer Trust & Organic Certification.

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SOLUTION

- Weather Prediction Integration).
- On-Demand Labor & Machinery Booking.
- E-commerce for farm products
- Resource Hub

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KEY METRICS

- Number of farmers onboarded.
- Increase in direct farmer sales
- Reduction in crop loss due to weather alerts
- Successful labor/machinery bookings

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UNIQUE VALUE PROPOSITION

Fair Market Prices – Direct farmer-to-consumer selling platform.

AI-driven Weather Predictions – Alerts to prepare for climate changes

On-Demand Machinery & Labor – Booking system for farm tools & workers.

Smart Resource Management- Affordable access to seeds, fertilizers, and financial aid.

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UNIQUE ADVANTAGE

- Tech-enabled farmer-centric ecosystem
- Combining e-commerce, AI-based weather forecasting, and an agri-resource hub in a single platform.

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CHANNELS

- Mobile & Web App (For easy access & order placement).
- Local Farmer Cooperatives & NGOs (For awareness & adoption).
- Social Media & Agri Workshops (To connect farmers to the platform).

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CUSTOMER SEGMENTS

- Farmers
- Consumers
- Consumer industries
- Transportation man
- Finance person

EARLY ADOPTERS

- Farmers Facing Market & Logistics Challenges.
- Tech-Savvy Farmers & Young Agri-Entrepreneurs.
- Government & Agri Support Organizations.
- Health-Conscious & Ethical Consumers

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COST STRUCTURE

- Marketing & Farmer Training
- Weather & AI System Integration
- Platform Development & Maintenance
- Logistics & Partnership Management

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REVENUE STREAMS

- Transaction Fees – Small commission on each sale.
- Subscription Model – Premium weather and farm advisory services.
- Partnerships – Collaborations with agri-tech firms & local suppliers.
- Advertisements – Agri-based ads for tools, fertilizers, and machinery.

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