

Hostel ID 84 Presents



Grow, Connect, Thrive- Organically !

**Startup Sprint**

Sprint Journey

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# Research & Problem Discovery

## Objective:

Understand why there is a gap between farmers and end user market and recognize principal concerns regarding this connectivity lapse.

## What Happened:

We identified key pain points through interviews and surveys: farmers struggle with middlemen cutting into their income and limited market access, while consumers find it hard to source affordable, trustworthy organic produce directly from farmers.

## Outcome:

We pinpointed the core problem: Farmers and consumers both exist, but they aren't connected directly because of the middlemen.



# Idea Generation & Concept Development

## Objective :

Develop solutions to connect farmers and consumers directly, eliminating middlemen.

## Key Idea :

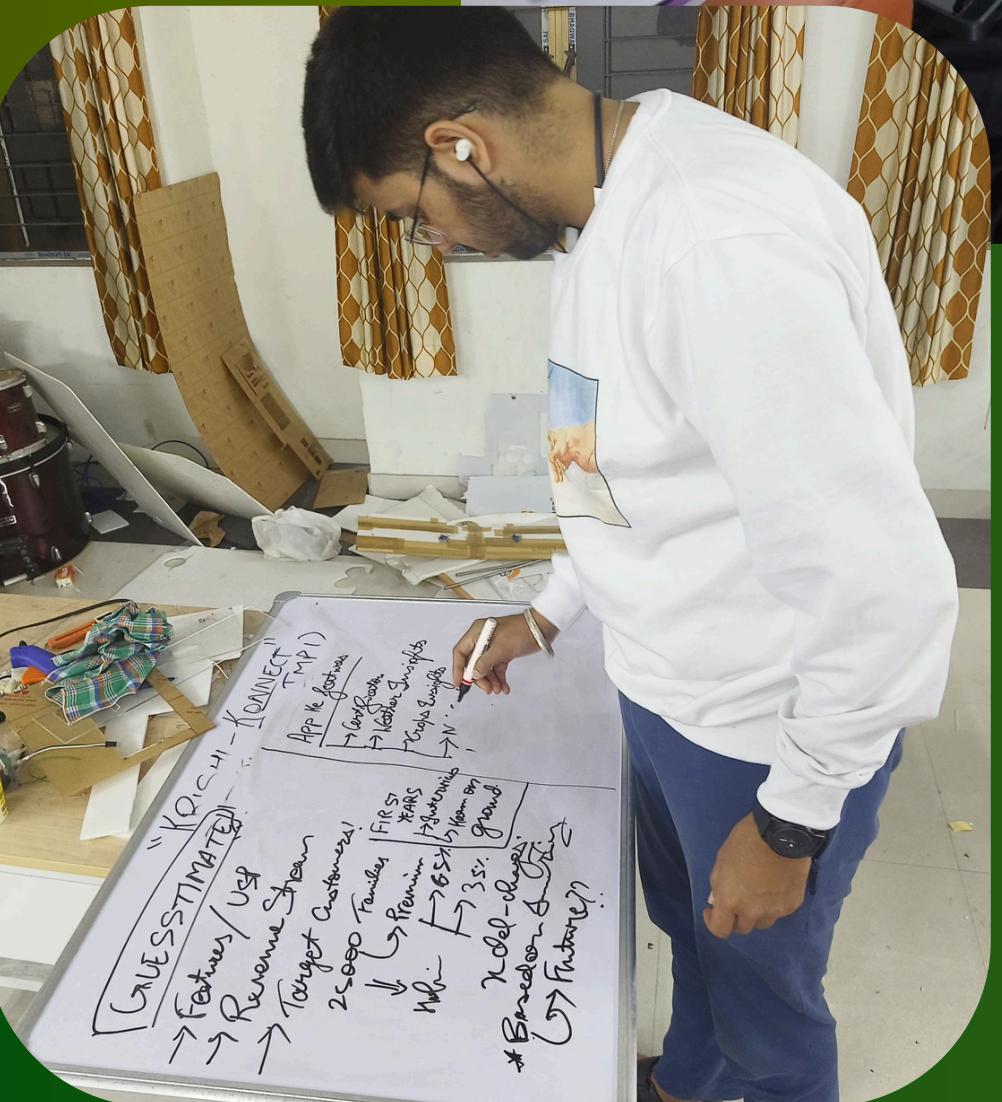
A mobile app enabling farmers to sell directly to consumers.

## Features:

Farmers can list products at fair prices, while consumers buy directly through a subscription model for farmers and premium plans for consumers. Added tools like weather insights, crop analytics, and certification assistance help farmers plan better and build trust.

## Outcome :

A strong app concept to bridge the gap between farmers and consumer.



# Continued...

We had the privilege of consulting our esteemed professors, Dr. Sagar Surendra Deshmukh and Dr. Dipankar Mondal, who provided valuable insights into the current dynamics between farmers and consumers.

They also introduced us to various startups operating in this space and highlighted the challenges of the certification process for farmers.

Their guidance led us to incorporate certification assistance into our application, making it more farmer-friendly. Overall, their expertise played a crucial role in shaping our project.



Dr. Dipankar Mondal



Dr. Sagar Surendra  
Deshmukh

# Prototyping & Design

## Objective:

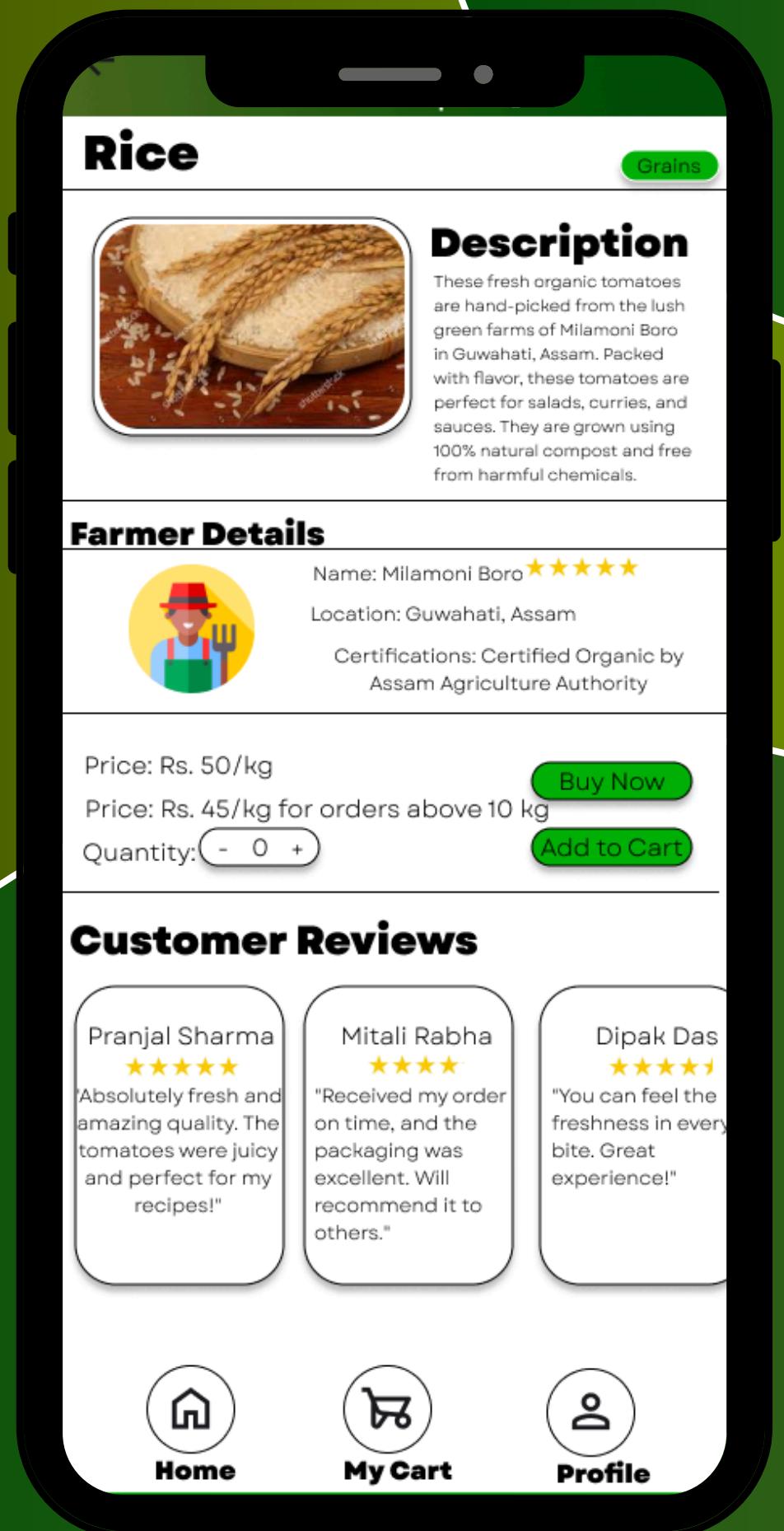
Develop the initial version of the app with the essential features.

## What Happened:

We developed an initial prototype with key features, including easy farmer onboarding, a multilingual interface, a consumer marketplace, subscription plans, and weather insights with crop analytics to enhance usability.

## Outcome:

We had a working prototype, ready to get feedback from our first group of testers.

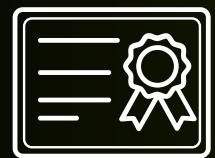


# Iterations & Feature Improvements

## Objective:

Fix bugs, improve features, and refine the app based on feedback.

## Issues Addressed:



Certification  
process



Product  
listing



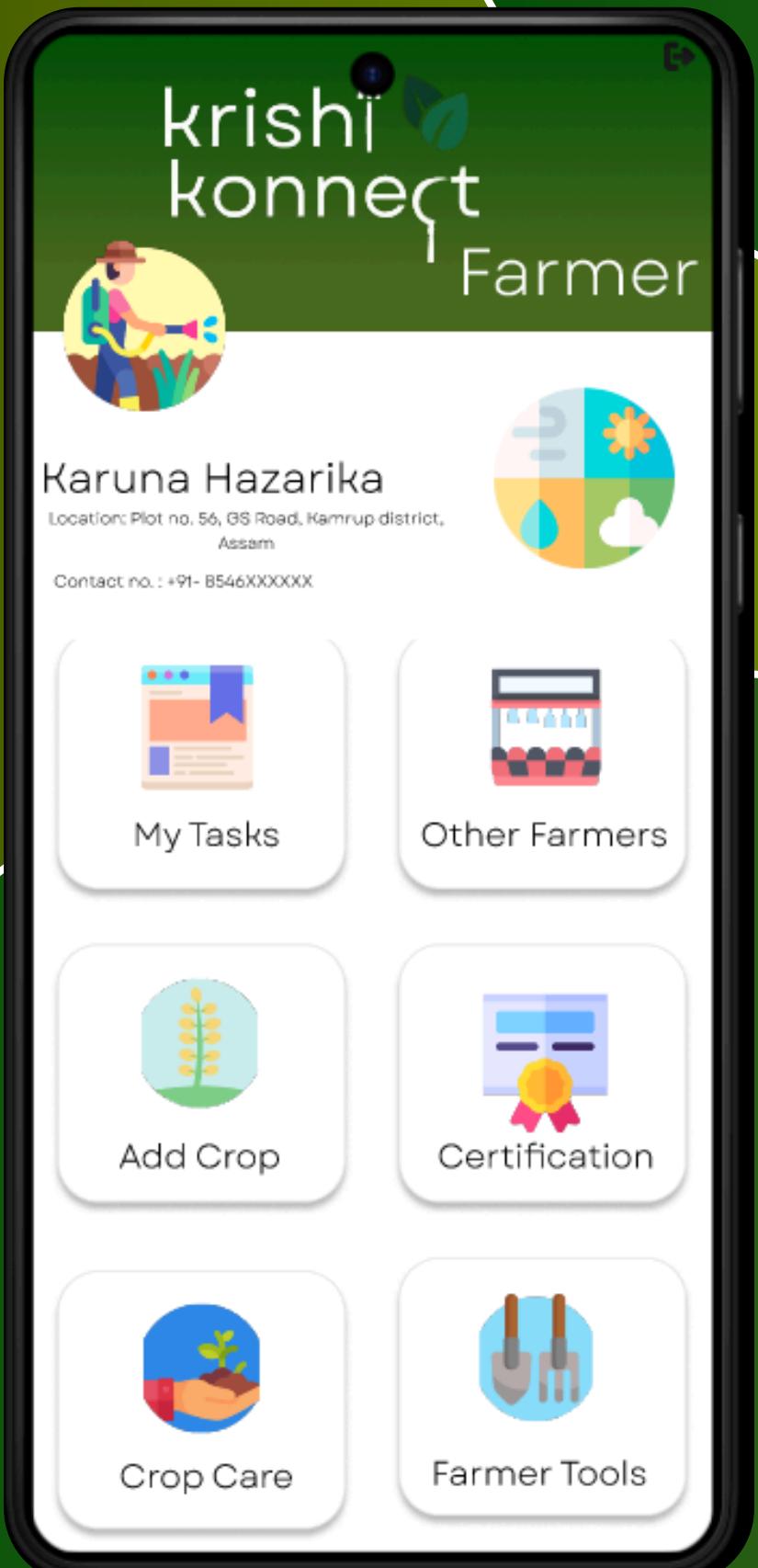
Payment  
gateway



Weather  
insights



App  
navigation



## Outcome:

The app became more user-friendly and offered better experience for both farmers and consumers.

# Logistics & Delivery Setup

## Objective:

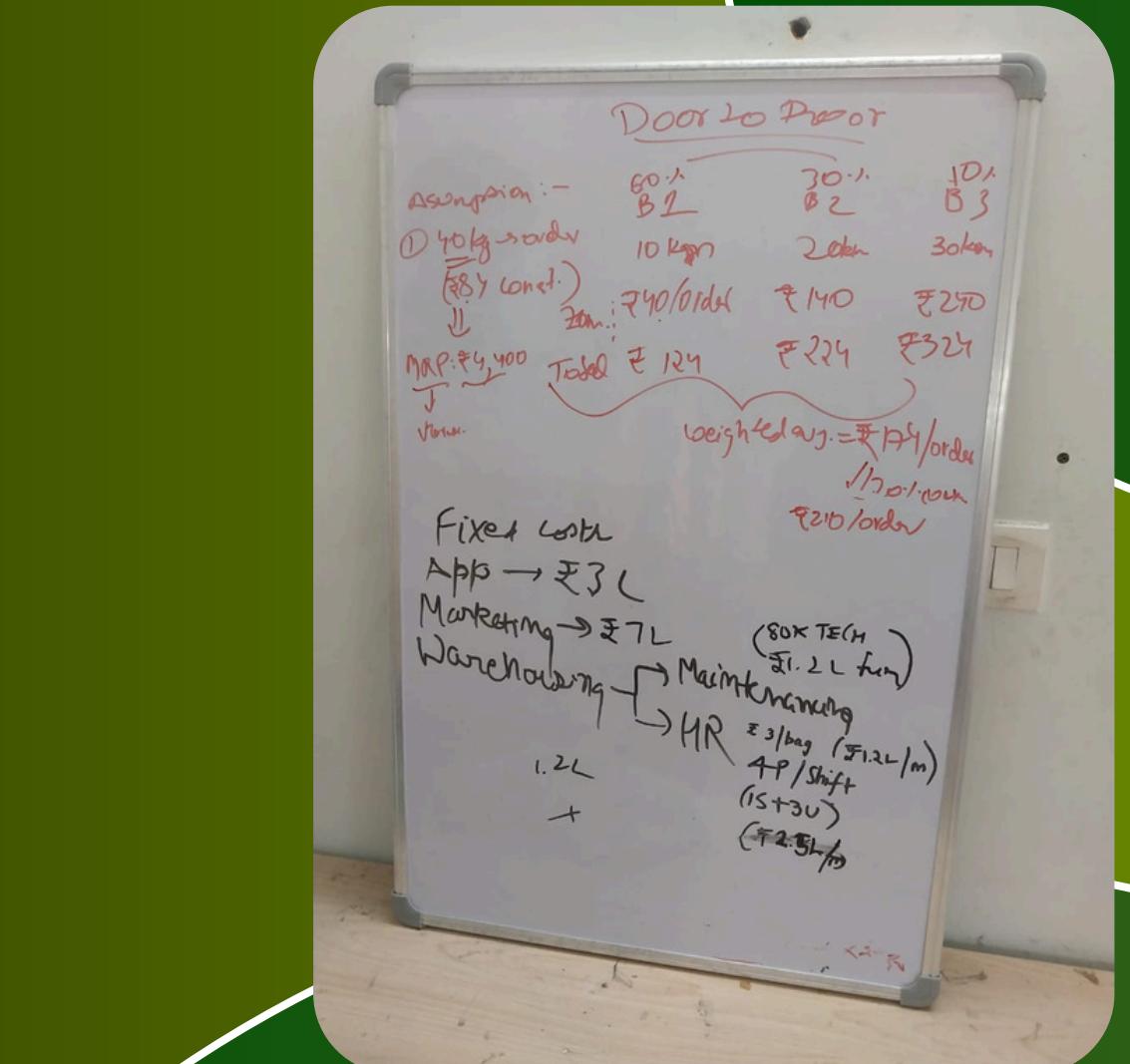
Build a reliable system for inventory management and product delivery.

## What Happened:

We built an efficient logistics network with local delivery partnerships, real-time order tracking for consumers, and an inventory management system for farmers to streamline operations.

## Outcome:

We established a smooth logistics and inventory management system that ensured products could be delivered on time and accurately.



# Monetization & Financial Model

## Objective:

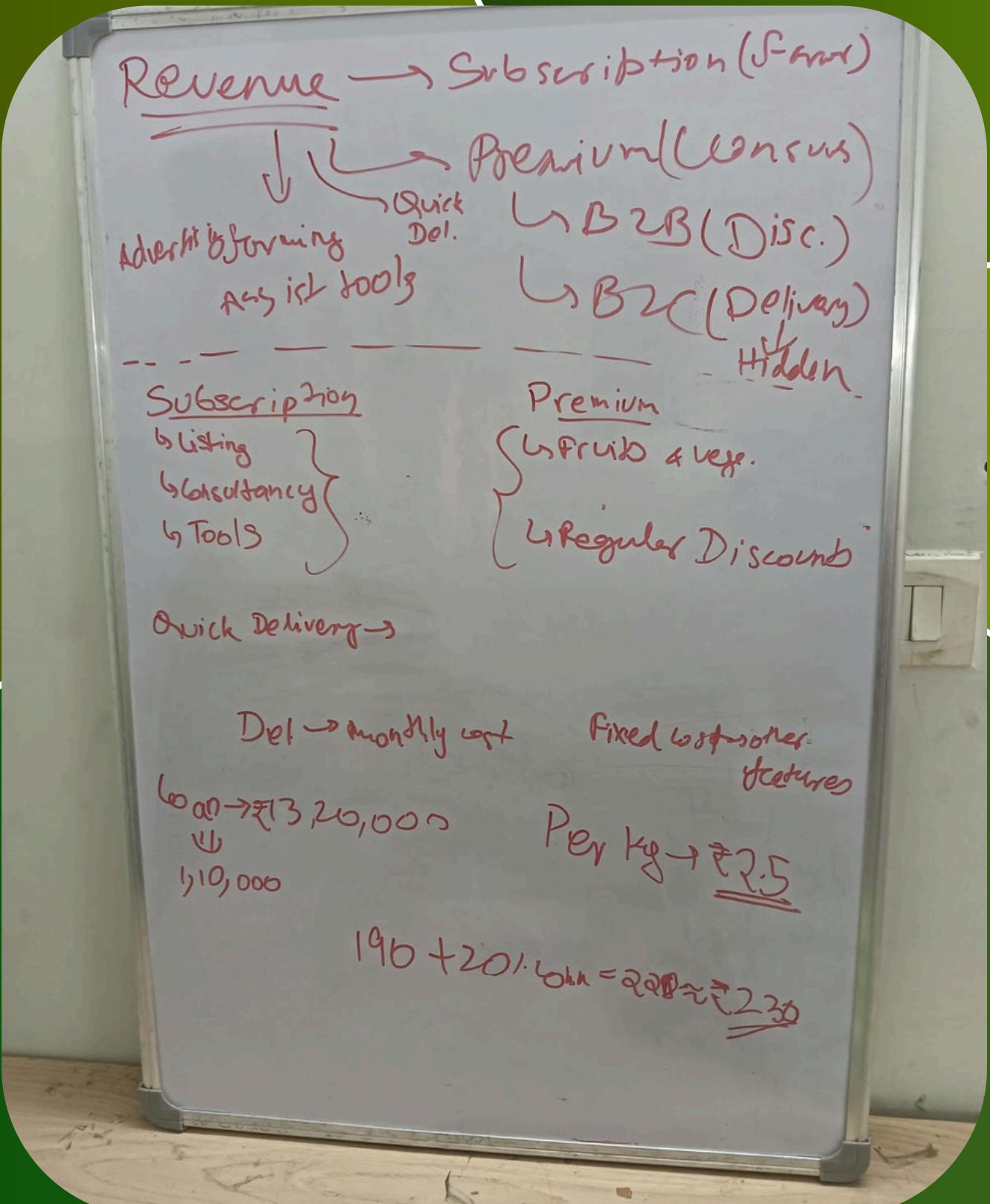
To create a sustainable revenue model for the app while keeping costs low for both farmers and consumers.

## What Happened:

We designed a sustainable pricing model with low-cost farmer subscriptions, affordable premium plans for consumers, and a minimal transaction commission to support the platform without burdening users.

## Outcome:

This revenue model would ensure the app's long-term sustainability while keeping it accessible for both farmers and consumers.



# Post-Launch Improvements

## Objective:

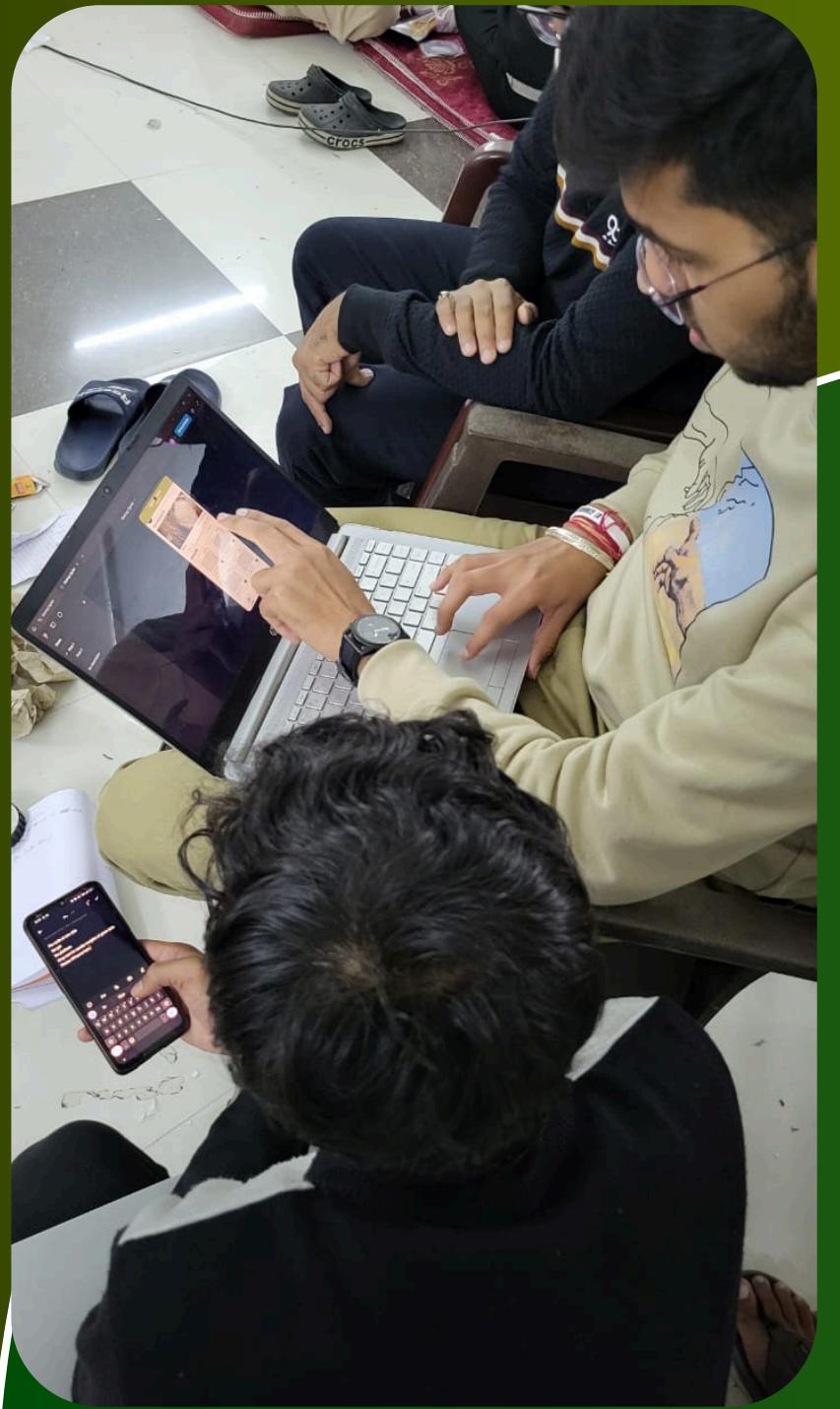
Monitor app performance, address any issues, and continue improving the app based on user feedback.

## What Happened:

Post-launch, we enhanced app performance, added features requested by users like improved filtering and localized options, fixed bugs, and also provided customer support for farmers and consumers.

## Outcome:

The app continued to grow, and we made regular updates to improve the experience for everyone involved.



## APPENDIX

- <https://jaivikbharat.fssai.gov.in/>
- [agri bergi](#)
- <https://pgsindia-ncof.gov.in/local-group?state=2&district=&subdistrict=&block=&village=&page=1>
- [National Centre for Organic and Natural Farming](#)
- [Your parhttps://kalaharijournals.com/resources/SP-Vol.6\\_97.pdfgraph text](https://kalaharijournals.com/resources/SP-Vol.6_97.pdf)
- [dirhorti.assam.gov.in](http://dirhorti.assam.gov.in)
- [Production volume of fruits in India from financial year 2008 to 2022, with an estimate for 2023](#)
- [https://www.researchgate.net/publication/335746062\\_Marketing\\_challenges\\_and\\_organic\\_farming\\_in\\_India-Does\\_farm\\_size\\_matter](https://www.researchgate.net/publication/335746062_Marketing_challenges_and_organic_farming_in_India-Does_farm_size_matter)
- [: India's Organic Agriculture Sector Finds Markets At Home and Abroad](#)

THANK YOU!

USER INTERVIEWS: TAP HERE