



KRITI'25

Startup Sprint

Organizer :
E-Cell Club



High Prep
| 600 Pts



Startup Sprint

600 Points

Start : 10/01

End : 31/01

PROBLEM STATEMENT

Revolutionizing Organic Farming with Marketplace and Weather Insights

Objective:

Under Startup Sprint, each hostel is expected to identify innovative solution to transform organic farming by connecting farmers and consumers while empowering them with actionable meteorological insights to optimize agricultural productivity and sustainability.

KEY FOCUS AREAS

1. Marketplace for Organic Produce:

Create a platform enabling farmers to directly list and sell organic products to consumers, promoting local produce and reducing middlemen.

Provide consumers with a seamless experience to discover, purchase, and review farm-fresh organic products.

2. Meteorological Advisory Services:

Offer weather-based farming insights to help farmers make informed decisions about planting, irrigation, pest control, and harvest timing.

Enhance resilience and efficiency in farming practices by integrating real-time weather data and predictive analytics.



EXPECTED DELIVERABLES:

Participants are expected to develop a solution that addresses the following areas:

1. Innovative Features:

Introduce features which will improve the current situation of organic farming such as facilitating direct interaction between farmers and consumers, provide weather-based farming recommendations and alerts tailored to local conditions.

2. Business Viability:

Propose a sustainable business model to ensure scalability and profitability. Identify potential revenue streams, such as premium advisory services, subscription plans, or product commissions.

3. User Experience:

Ensure an intuitive and engaging interface for both farmers and consumers. Prioritize inclusivity and accessibility for users with varying levels of digital literacy.

4. Scalability and Impact:

Plan for the growth of the platform, from onboarding local farmers to expanding regionally or nationally. Highlight the positive social, environmental, and economic impact of the solution.

What kind of efforts to put during the Sprint?

The major efforts should be directed towards gathering insights about how the solution to your problem might look and how you can reach your relevant consumer base. Startups aim to achieve this by talking to their users. You can achieve this easily by conducting



some kind of user interviews. They may be done personally, via online forms, or in person. These interviews should be done at every stage of your sprint journey—while formulating the first solution and after developing a prototype. A key part here would be to ask the right questions! You also have to figure out a business model for your product/service during this sprint as it will be part of the final pitch. Additionally, you can work towards Revenue Generation, Market Research, creative Branding, etc. The week is still fairly open ended, and you can try out a lot of different things depending on your idea. Make sure you record/document your sprint journey at every step and share it with us at the end. [A few User Interviews must necessarily be part of these]

Note : Market Research is meant to validate and show your idea's potential, while user research is to develop specific insights from the users facing this problem that helps you build the right solution.

Planning for the Future:

At the end of the sprint, you must have gathered sufficient insights as to how to proceed if you were to continue with your idea. You need to build a plan or strategy regarding this. It should not be things like building a team, raising money, etc., but things derived from insights gained and should sound something like "this is how the product should look like," "this is how I will price it," and so on.

FORMAT AND DELIVERABLES:

Phase 1: Ideation

Submit a report (pdf) detailing your choice of problem, proposed solution, and implementation strategy. Teams cannot change their choice of problem statement for the remainder of the sprint, but their final solution and implementation may differ from what they have submitted in this round.



Phase 2 : Implementation

Implement the prototype of the solution in or around the campus for a week with a goal of talking to real users and figuring out the possible future of your venture. The deliverables for this round are as follows:

- a. Pitch Deck:** The deck (pdf) that will be used by you to pitch your idea in front of the jury. You can refer to a classic pitch deck example [here](#). Additionally, the deck must contain a Business Model Canvas (BMC). You can refer for examples on how to build a BMC [here](#).
- b. Sprint Journey:** A summary (pdf) of all the things you have done along with any relevant photos and videos. Submit a collective zip file of these things.
- c. Future Plans and Strategy:** Submit a report (pdf) containing results derived from your sprint experience about the possible future of your startup.

Phase 3 : Presentation

The final solution for the problem you are trying to solve has to be pitched before the jury, which must include an Investor Pitch along with your BMC. Also, describe the future strategies that you have planned to make your solution market fit and consumable in the market. Teams do not have to submit anything in this round.

DEADLINES: (To be added later)

EVALUATION SCHEME:

Each hostel will be given a score out of **100**.



The breakdown is as follows:

Phase 1: 20/100

Marks will be awarded on the basis of the identified problem and the potential of the proposed solution.

Phase 2: 50/100

This round will judge the efforts put in by each hostel during the sprint and how they use the results derived from the sprint to plan their future strategy.

Phase 3: 30/100

Judging here would be on pitching skills, business model canvas, and performance in the QnA session at the end of the pitch.

* Bonus points will be awarded for functional prototype demonstrating the core features of the solution.

SUBMISSION REQUIREMENTS:

Participants can present their solution including the following requirements:

- Detailed project proposal outlining features, technical considerations, and business strategies while describing the problem solving journey comprehensively.
- Wireframes or design mockups showcasing the user experience and interface.
- Functional prototype demonstrating the core features of the solution (not compulsory).



EVALUATION CRITERIA:

Innovation: Originality and creativity of the proposed solution.

Feasibility: Practicality and technical viability of the solution.

User-Centric Design: Ease of use, inclusivity, and aesthetic appeal.

Business Potential: A clear and actionable growth strategy with long-term sustainability.

Timeline:

Initial Launch Phase: Focus on prototyping and testing with a small target audience.

Expansion Phase: Scale up operations, onboard more users, and introduce premium features.

Growth Phase: Optimize the solution, gather user feedback, and expand the impact of the platform.

Deliverables Deadline: 31st Jan

We invite you to bring your creativity, technical expertise, and entrepreneurial spirit to solve this challenge and create a platform that transforms the organic farming ecosystem!