INDIAN INSTITUTE OF
INFORMATION
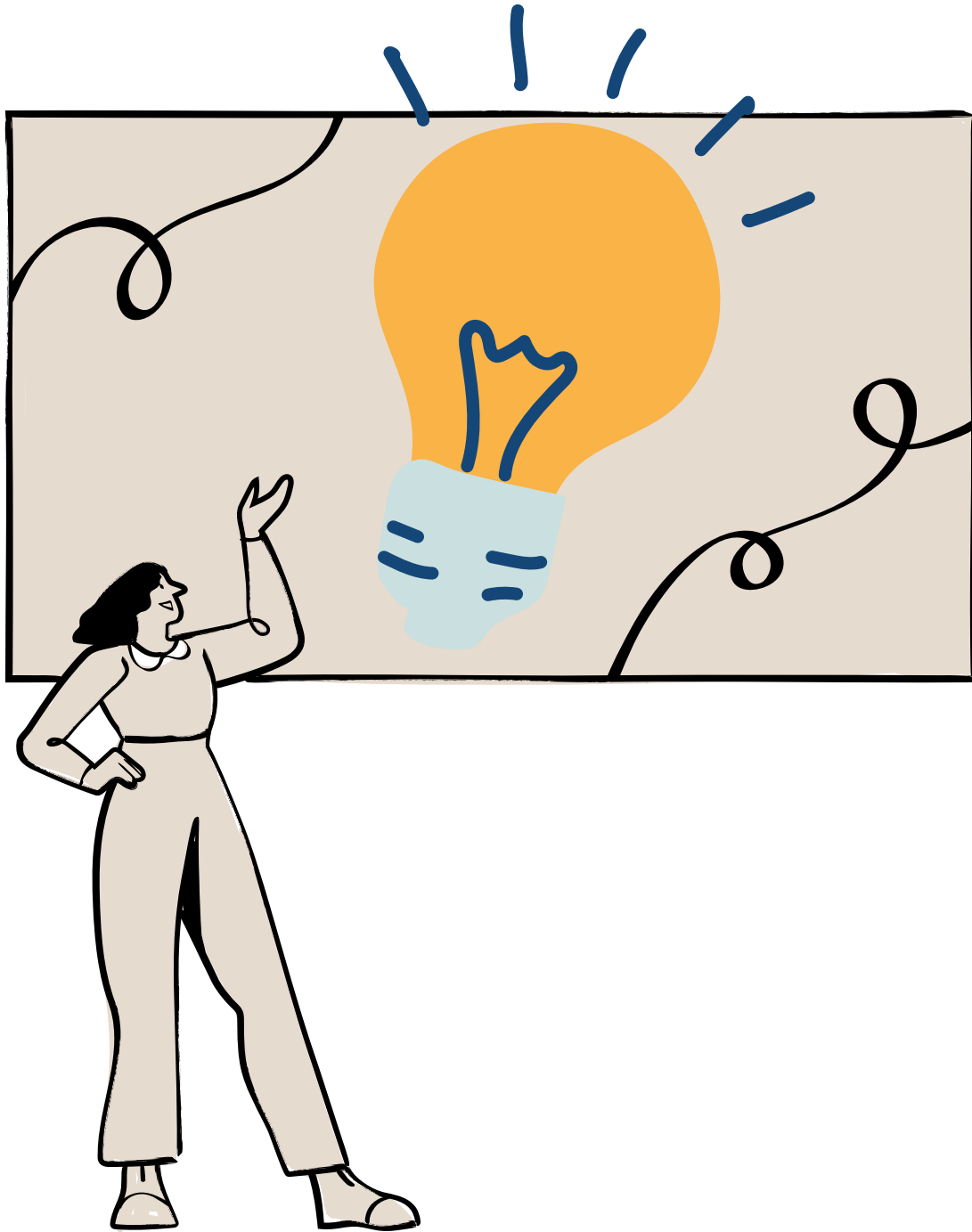TECHNOLOGY

Dharwad
ज्ञानेन विकासः

# Assignment 4

*Name - Abhishek Jain*

*Branch - DSAI*

*Roll No. - 22BDS001*

*Semester - 6*

# KRASHAK

*KRASHAK: - **Empowering farmers through an integrated platform, driving sustainable agriculture and economic prosperity.***

| Key Partners | Key Activities | Value Propositions |
|---|---|---|
| Input suppliers, financial institutions, government, tech providers, logistics | Platform development, training, market linkage, innovation | Increased yield, fair pricing, reduced post-harvest losses, affordable services, community programs |

| Customer Relationships | Customer Segments |
|---|---|
| Personalized support, community engagement, helplines | Small & marginal farmers, cooperatives, farming communities |

| Key Resources | Channels |
|---|---|
| Technology, farmer network, experts, data analytics | Mobile app, community centers, direct interactions, partnerships |

| Cost Structure | Revenue Streams |
|---|---|
| Tech costs, farmer support, marketing, operations | Subscription fees, commissions, partnerships, data analytics |

**Next 30 Days**

Market research, prototype, partnerships, funding, onboarding

# Summary of BMC
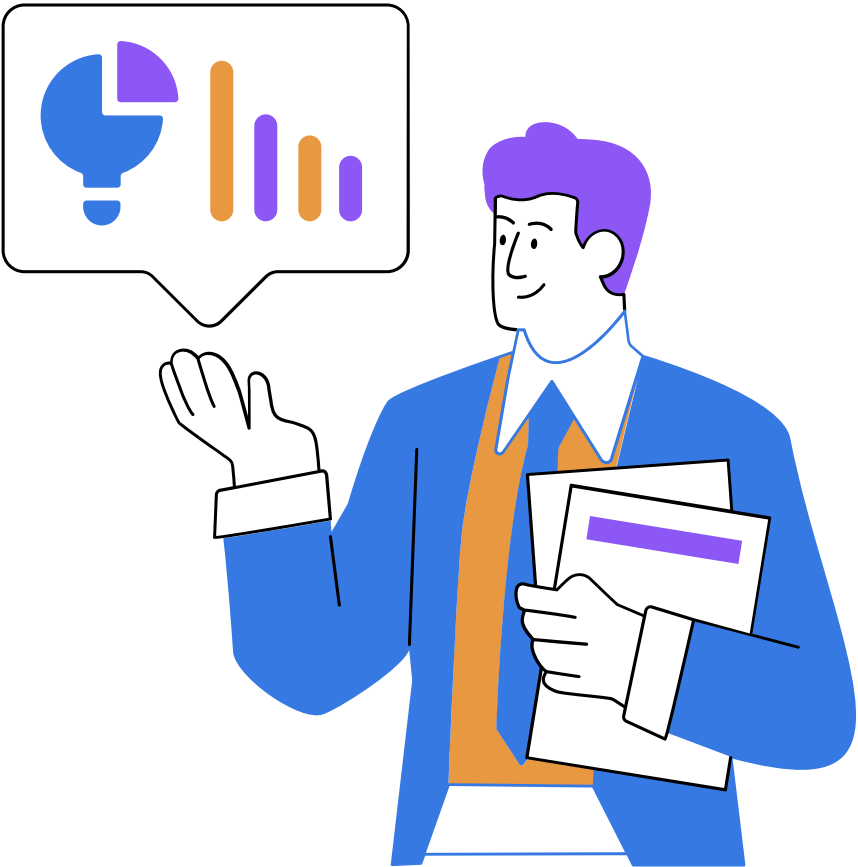
# 🚀 Launch Strategy

📌 **Phase 1: Market Research & Validation (Day 1-10)**
- ◆ Surveys, competitor analysis, farmer interviews
- ◆ Understand pain points & ensure product-market fit

📌 **Phase 2: Prototype Development & Testing (Day 11-20)**
- ◆ Build MVP (training, market linkage, analytics)
- ◆ Pilot testing with a small farmer group

📌 **Phase 3: Partnership & Onboarding (Day 21-25)**
- ◆ Collaborate with suppliers, banks, logistics
- ◆ Engage farmer networks & early adopters
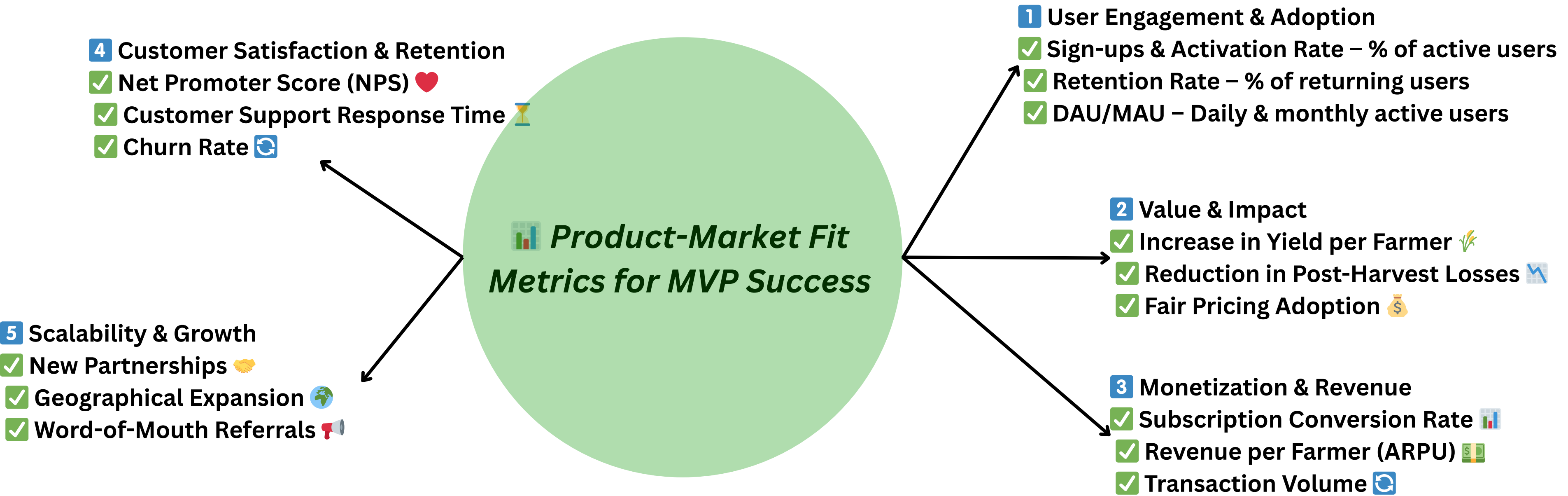
📌 **Phase 4: Marketing & Outreach (Day 26-30)**
- ◆ Mobile app, community centers, social media
- ◆ Localized campaigns & farmer engagement

📌 **Phase 5: Full-Scale Launch & Monetization (Post Day 30)**
- ◆ Subscription fees, commissions, analytics revenue
- ◆ Post-launch support & training

🎯 Goal: Empower farmers with higher yield, fair pricing & reduced losses

📊 *Product-Market Fit Metrics for MVP Success*

**4** **Customer Satisfaction & Retention**
✅ **Net Promoter Score (NPS)** ❤️
✅ **Customer Support Response Time** ⏳
✅ **Churn Rate** 🔄

**5** **Scalability & Growth**
✅ **New Partnerships** 🤝
✅ **Geographical Expansion** 🌍
✅ **Word-of-Mouth Referrals** 📣

1️⃣ **User Engagement & Adoption**
✅ **Sign-ups & Activation Rate – % of active users**
✅ **Retention Rate – % of returning users**
✅ **DAU/MAU – Daily & monthly active users**

2️⃣ **Value & Impact**
✅ **Increase in Yield per Farmer** 🌾
✅ **Reduction in Post-Harvest Losses** 📉
✅ **Fair Pricing Adoption** 💰

3️⃣ **Monetization & Revenue**
✅ **Subscription Conversion Rate** 📊
✅ **Revenue per Farmer (ARPU)** 💵
✅ **Transaction Volume** 🔄

# Social Media Billboard

# Social Media Billboard

**WHY? (Purpose & Problem Statement)**

- Farmers face low yields, unfair pricing, and high post-harvest losses due to inefficient market access.
- Lack of technology and real-time insights limit productivity and profitability.
- Small & marginal farmers struggle to connect with suppliers, buyers, and financial institutions.
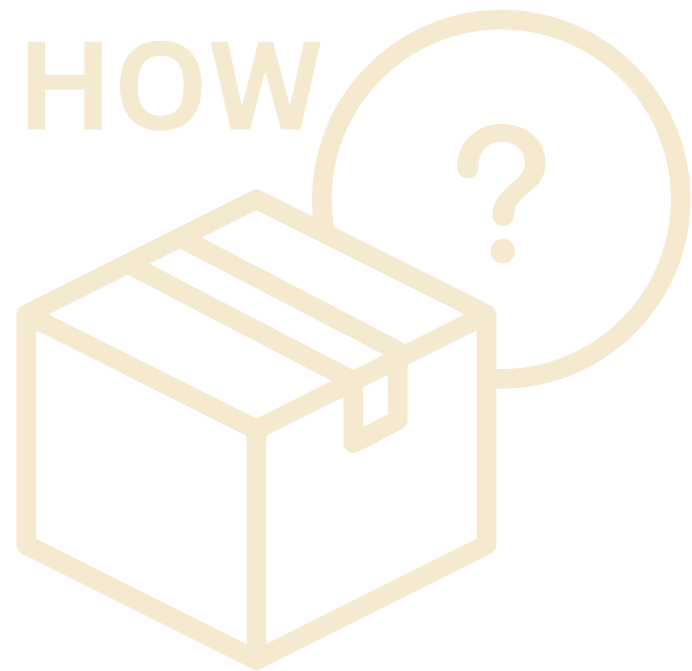
**HOW? (Solution & Approach)**

- Technology-driven platform connecting farmers to markets, training, and expert support.
- Data analytics & AI to optimize farming decisions and reduce losses.
- Fair pricing mechanisms & direct linkage to buyers, ensuring transparency.
- Mobile app, community centers, and partnerships for accessibility.

**WHAT? (Product & Value Proposition)**

**An AI-powered AgriTech platform enabling:**

- Increased Yield 🌱 through expert guidance & data insights.
- Fair Pricing 💰 via direct market access.
- Reduced Post-Harvest Losses 📉 with smart logistics & storage solutions.
- Affordable Services & Community Programs for sustained growth.
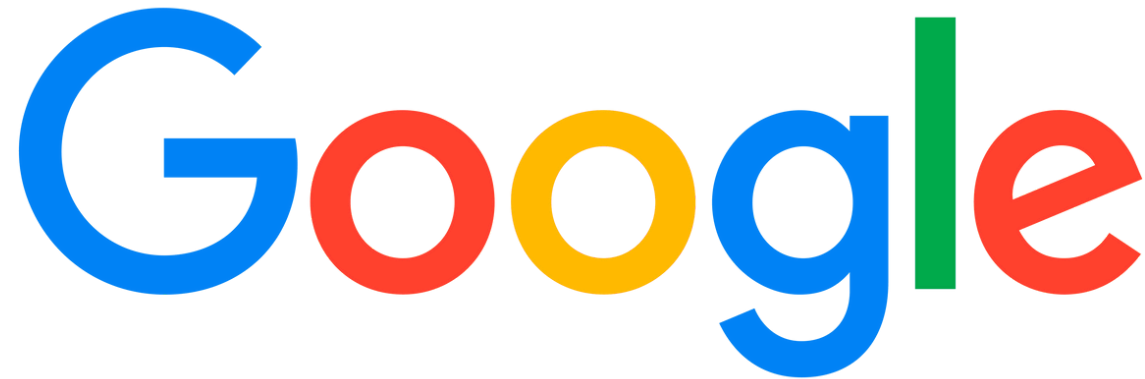
1️⃣ **Search to Advertising (1998-2003)**
✔️ **Started as a search engine** 🔍
✔️ **Pivoted to Google Ads (AdWords)** 💰
✔️ **Ads became the core revenue model**

4️⃣ **AI & Cloud Computing Focus (2016-Present)**
✔️ **From mobile-first to AI-first** 🤖
✔️ **Google Cloud** ☁️ **& TensorFlow** 📊
✔️ **AI integration in Search, Assistant, Bard (Gemini)**

2️⃣ **Web Search to Ecosystem (2004-2010)**
✔️ **Expanded into Gmail, Maps, YouTube, and Android** 📱🌍
✔️ **Shifted from a search tool to a multi-platform giant**

3️⃣ **Mobile-First & Hardware Push (2011-2015)**
✔️ **Android became dominant in mobile** 📲
✔️ **Launched Nexus, Pixel, Google Home** 🏡
✔️ **Competing with Apple in the hardware space**

5️⃣ **Alphabet Restructuring (2015-Present)**
✔️ **Created Alphabet Inc. as the parent company** 🏢
✔️ **Diversified into Waymo (self-driving), Verily (healthcare), DeepMind (AI)** 🚗💊

Google

# Thank you