

BUSINESS MODEL CANVAS

AGROBOTICS – Smart fields, Bright yields , AI generating the future

KEY PARTNERS

- Technology Providers
- Agricultural Consultants
- Hardware Suppliers:
- Software Developers
- Distribution Partners
- Research Institutions
- Government Agencies
- Financial Institutions

KEY ACTIVITIES

- Develop AI Algorithms
- Testing & Validation
- Market Outreach
- Partnership Management
- Training & Support

KEY RESOURCES

- AI and machine learning experts
- Robotics engineers
- Greenhouse facilities for testing
- Manufacturing facilities

VALUE PROPOSITIONS

- Technology Development
- Hardware Procurement
- Training and Support
- Maintenance and Upkeep
- Data Management
- Marketing and Promotion
- Operational Overheads

CUSTOMER RELATIONSHIPS

- Personalized Support
- Regular Updates
- Feedback Channels
- Responsive Communication
- Long-term Partnerships
- Educational Resources

Channels

- Online platform for sales and support
- Direct sales team for large-scale customers
- Partnership with agricultural equipment distributors

CUSTOMER SEGMENTS

- Gender
- Age
- Occupation
- Marital Status, Household Income, Location
- Preferred Language
- Transportation

COST STRUCTURE

COST STRUCTURE	1st YEAR	2nd YEAR	3rd YEAR
• Hardware	Rs. 25,00,000	Rs. 23,75,000	Rs. 23,15,000
• Software	Rs. 8,00,000	Rs. 8,00,000	Rs. 8,00,000
• Salary	Rs. 5,00,000	Rs. 5,00,000	Rs. 5,00,000
• Marketing	Rs. 5,50,000	Rs. 4,50,000	Rs. 4,00,000
• Transportation	Rs. 5,00,000	Rs. 4,00,000	Rs. 3,50,000
• Miscellaneous	Rs. 12,00,000	Rs. 12,00,000	Rs. 12,00,000
Total Cost:	Rs. 60,50,000	Rs. 57,25,000	Rs. 55,65,000

REVENUE STREAMS

COST STRUCTURE	1st YEAR	2nd YEAR	3rd YEAR
• Product Sales	Rs 35,80,000	Rs 45,30,000	Rs 56,80,000
• Material Cost	Rs 5,00,000	Rs 5,75,000	Rs 6,00,000
• Maintenance	Rs 2,00,000	Rs 3,00,000	Rs 4,00,000
• Training	Rs 10,000	Rs 10,000	Rs 10,000
• Construction	Rs 8,00,000	Rs 8,00,000	Rs 8,00,000
• Consulting	Rs 10,000	Rs 10,000	Rs 10,000
Total Cost:	Rs 51,00,000	Rs 62,25,000	Rs 75,00,000