

# Business Plan: AgriFlow Connect

## 1. Executive Summary

**AgriFlow Connect** is an AgriTech startup providing inventory management and B2B marketplace tools for rural Micro, Small, and Medium Enterprises (MSMEs), specifically smallholder farmers and agricultural cooperatives. Our platform enables these businesses to track harvest yields in real-time, monitor storage conditions, and connect directly with urban retailers, bypassing inefficient middleman structures.

## 2. Company Overview

- **Mission:** To eliminate post-harvest waste and maximize profit for rural producers by digitizing the agricultural supply chain.
- **Legal Structure:** Private Limited Company.
- **Location:** Operations based in a Tier-3 agricultural hub to ensure proximity to primary producers and collection centers.

## 3. Market Analysis

- **Target Market:** Rural farmer producer organizations (FPOs), small-scale dairy cooperatives, and independent organic growers.
- **The Problem:** Traditional rural MSMEs lose up to 30% of their produce due to poor inventory tracking and a lack of direct access to high-paying urban markets, leaving them dependent on local wholesalers who take high commissions.
- **The Opportunity:** There is a growing demand from urban grocery chains and "farm-to-table" restaurants for traceable, high-quality produce. Currently, less than 15% of rural agri-MSMEs use digital tools to manage their output.

## 4. Product/Service

- **AgriFlow Inventory Tracker:** A mobile-first app that works offline, allowing farmers to log harvest dates, quantities, and quality grades.
- **AgriLink Marketplace:** A B2B platform that matches available inventory with real-time demand from urban retailers, providing transparent pricing and automated logistics scheduling.

## 5. Financial Projections (Year 1)

- **Projected Revenue:** \$120,000 (Transaction fees from marketplace sales + premium inventory management features).
- **Operating Expenses:** \$80,000 (Field agent salaries, mobile app maintenance, and rural marketing campaigns).

- **Burn Rate:** Approximately \$6,500 per month.
- **Funding Requirement:** Seeking \$40,000 in seed capital for warehouse sensor integration and regional expansion.

## 6. Risk Assessment

- **Market Risk:** High volatility in crop prices can affect transaction fee revenue.
- **Operational Risk:** Limited internet connectivity in deep rural pockets may slow down data synchronization.
- **Logistics Risk:** Dependence on third-party cold-chain transport providers for perishable goods.