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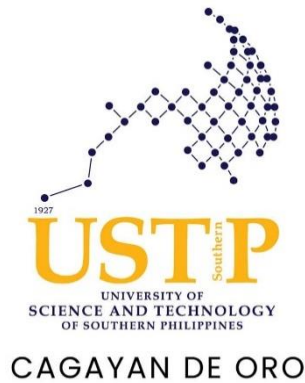
College of Information Technology and Computing
Department of Computer Science

CAGAYAN DE ORO

AniTulong

A Start-Up Business Proposal presented to the
Department of Computer Science
College of Information Technology and Computing

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EXECUTIVE SUMMARY

AniTulong aims to address the issue of **food waste,** and the **economic loss** faced by Filipino farmers due to the rejection of surplus or cosmetically imperfect produce. Our start-up will provide a mobile app platform that directly connects farmers with consumers and small businesses, enabling the sale of otherwise discarded produce. This solution reduces food waste, boosts farmers' income, and offers fresh, affordable produce to urban customers.

Inspired by successful models like **Rural Rising Philippines** and **Too Good To Go (Europe)**, AniTulong promotes sustainable food practices while enhancing farmers' profitability. We project significant market penetration in urban areas like Cagayan de Oro, where demand for affordable fresh produce is high.

Mission:

To empower local farmers by providing a sustainable platform for selling surplus or rejected produce, reducing food waste, and offering the community affordable, healthy food options. Through technology and community partnerships, we aim to create a fair, transparent, and accessible marketplace that benefits both farmers and consumers while fostering food security and environmental responsibility.

Vision:

Envision a future where no produce goes to waste and local farmers thrive economically by efficiently distributing surplus goods. We strive to be a leading advocate for sustainable agriculture and food systems, creating a community-driven platform that bridges the gap between farmers and consumers, reduces waste, and promotes healthier, affordable eating habits for all.

BUSINESS OVERVIEW

THE PROBLEM	Many rural Filipino farmers face crop losses from cosmetic imperfections, rendering their produce unsellable and contributing to food waste and economic hardship. The Department of Agriculture estimates that up to 30% of vegetables are wasted due to logistics and market inefficiencies ("30% of Vegetables Wasted," 2024). This issue intensified during the pandemic, forcing farmers to discard unsold crops due to fluctuating demand (Madarang, 2021).
OUR SOLUTION	AniTulong is a mobile app connecting farmers directly with consumers and businesses to sell surplus or cosmetically imperfect produce. By bypassing middlemen, it helps farmers earn more while reducing food waste (Too Good to Go, n.d.; Imperfect Foods, n.d.; Varela, 2021). Consumers benefit from lower-priced fresh produce, and the platform promotes bulk buying and subscriptions to further minimize waste (Varela, 2021). This model ensures equitable access to fresh food and promotes sustainability (Madarang, 2021).
OUR PRODUCT/SERVICE	AniTulong will provide an e-commerce platform for farmers to list surplus or "imperfect" produce for sale. Key features include: • **Direct Sales:** Farmers sell directly to consumers and small businesses, eliminating middlemen and boosting profit margins. • **Affordable Produce:** Consumers access fresh produce at discounted rates, promoting sustainability and affordability. • **Logistics & Delivery:** An advanced logistics system optimizes delivery routes, reducing transportation costs and ensuring freshness. • **Subscription Model:** Consumers can opt for regular deliveries of fresh produce through a subscription service, ensuring consistent supply. This solution addresses the unique challenges faced by Filipino farmers, offering a practical and scalable way to reduce food waste while enhancing economic sustainability.

MARKET ANALYSIS

WHO WILL BUY OUR PRODUCT/SERVICE	Our primary target market includes urban consumers and small businesses, such as restaurants and grocery stores, seeking affordable, fresh produce while supporting sustainable practices. Target consumers are aged 25 to 50, generally environmentally conscious, and motivated by price savings and convenience.
HOW WILL THEY BENEFIT	Urban consumers struggle with high food prices and limited access to affordable, fresh produce. AniTulong provides discounted products and a sustainable shopping option. For small businesses, the platform offers a cost-effective way to source fresh ingredients, lowering operational costs.
ALTERNATIVES THEY USE	Consumers currently depend on traditional grocery stores, where produce is often pricier. Alternatives like farmer's markets are less convenient and have limited availability. While competitors such as Rural Rising PH connect farmers with consumers, AniTulong stands out by focusing on cosmetically imperfect produce.
WHY WE ARE BETTER	AniTulong offers a unique solution by focusing on surplus and imperfect produce. Our advanced logistics system ensures timely delivery and reduced spoilage, while our app promotes affordability and sustainability through a direct-to-consumer model. These features distinguish us from the competition.

MARKETING AND SALES PLAN

HOW OUR CUSTOMERS WILL LEARN ABOUT US	To raise awareness about AniTulong and attract customers, we will implement a comprehensive marketing strategy using online and offline channels. We'll establish a strong online presence with a user-friendly website, social media, and SEO. Collaborations with local influencers and partnerships with businesses and events like farmers markets will enhance engagement. Digital ads on platforms like Facebook, Instagram, and Google will target users in Cagayan de Oro, promoting AniTulong's affordable, fresh, locally sourced produce. We will focus on supporting farmers, reducing food waste, and sustainability. Customer retention strategies will include email marketing, loyalty programs, and referral incentives, along with educational content like workshops. We will also use user feedback and data analytics to refine our approach and drive app adoption.
HOW WE'LL ENCOURAGE THEM TO TELL OTHERS ABOUT US	To encourage customers to refer AniTulong, we will ensure a consistently great experience through high-quality, affordable produce and responsive customer support. A referral program will reward users with discounts or free produce for bringing in new users, making it easy to share links via social media, email, or messaging platforms. We'll showcase real customer testimonials and success stories to build trust, emphasizing the social impact of supporting local farmers and reducing food waste. Personalized referral messages and follow-ups will further enhance the experience.
WHAT WE'LL CHARGE FOR OUR PRODUCT/SERVICE	AniTulong will implement a value-based pricing strategy, offering affordable produce at prices slightly below retail to attract customers and ensure farmer profitability. We'll align pricing with customer expectations through market research and competitor analysis. A small platform fee will cover operational costs while ensuring fair compensation for farmers. Dynamic pricing will adjust based on supply and demand, with bulk discounts and promotions to encourage larger purchases. A tiered pricing model will provide different price points for varying grades of produce, allowing customers to choose based on their budget and preferences.

HOW WE'LL GET OUR PRODUCT/SERVICE TO OUR CUSTOMERS	AniTulong's distribution strategy will utilize both online and offline channels for customer convenience. Online, customers can browse, order, and pay via a user-friendly mobile app and website, with same-day or next-day delivery options. Push notifications will inform users of deals and new arrivals. Offline, we will establish pickup points at local markets and partner stores and have a presence at farmers markets and pop-up stalls. AniTulong will also partner with local retailers to stock produce, ensuring broad access for customers.
HOW WE'LL GET PAID	AniTulong will offer multiple payment options for a seamless and secure customer experience. Accepted methods will include major credit and debit cards (Visa, Mastercard), popular digital wallets like Gcash and PayMaya, and cash on delivery for those who prefer paying in cash. We will also provide installment plans through partnerships with local Buy Now, Pay Later (BNPL) providers, allowing customers to spread payments for bulk purchases or subscription packages. Special management will ensure payments align with the perishable nature of fresh goods, focusing on larger, consistent orders. All online transactions will be secured with SSL encryption and processed through PCI-compliant payment gateways, with options for two-factor authentication to enhance security. This range of payment methods will offer customers flexible and secure purchasing options.
HOW WE'LL BE PROFITABLE	AniTulong's profitability strategy will emphasize cost management, operational efficiency, and revenue generation to ensure sales consistently exceed operational costs. We will build strong supplier relationships to negotiate favorable pricing and minimize waste through effective inventory management. Streamlined logistics and automation will enhance efficiency, while ongoing staff training will maintain high service quality. To boost revenue, we will diversify product offerings, implement targeted marketing campaigns, and consider subscription models for regular deliveries. Key performance indicators (KPIs), such as sales metrics and customer retention, will be monitored to assess strategy effectiveness. Dynamic pricing will adjust based on supply and demand to optimize profitability, and regular pricing reviews will ensure alignment with market expectations, supporting sustainable growth and reinvestment in the business.

KEY OBJECTIVES AND SUCCESS METRICS

OBJECTIVE	SUCCESS METRIC	GOAL DATE
AniTulong aims to achieve several key targets: acquire 5,000 active users in the first year, reach PHP 500,000 in monthly revenue by the end of the second year, and partner with 50 local farmers within 18 months. We also aim to increase customer retention rates by 20%, achieve at least 10,000 app downloads, and reduce average delivery times to under 24 hours. Additionally, we seek to maintain a customer satisfaction rating of 4.5 stars or higher and secure PHP 2	Monthly active users and new sign-ups will measure user acquisition, while monthly revenue and average order value will track revenue generation. Partnerships will be assessed by the number of partnered farmers and the volume of surplus produce sourced. Customer retention will be evaluated through retention and churn rates, alongside app metrics like downloads and engagement time. Delivery efficiency will be monitored by average delivery time and success rates to	AniTulong aims to acquire 5,000 users, partner with 50 farmers, and reduce delivery times to under 24 hours by mid-2025. By the end of 2025, it targets 10,000 app downloads, a 20% boost in retention, a 4.5-star satisfaction rating, and PHP 2 million in funding. Monthly revenue of PHP 500,000 is expected by the end of 2026.

million in equity financing within the first year to support growth. These targets will guide our strategic initiatives and measure progress.

ensure 24-hour delivery. Customer satisfaction will be gauged through ratings, feedback, and Net Promoter Score (NPS) to maintain an average rating of 4.5 stars or higher. Finally, funding secured will track progress toward the PHP 2 million equity financing goal. These indicators will provide a comprehensive view of AniTulong's performance and inform strategy adjustments.

FINANCIAL PLAN

SOURCE OF FUNDING	USE OF FUNDING
AniTulong should explore various capital sources for growth, including equity financing from angel investors and venture capitalists focused on sustainable agriculture. Applying for low-interest loans from local banks and government programs can help with cash flow. Grants from government initiatives and nonprofits aimed at food security are also valuable. Founders can invest personal savings and seek support from family and friends. Strategic partnerships with local farmers or cooperatives can provide capital in exchange for favorable terms. Lastly, participating in business competitions and startup accelerators can offer cash prizes and resources for growth. Diversifying funding sources will help AniTulong secure the necessary capital for its launch and expansion.	AniTulong will allocate its raised capital as follows: 40% for start-up costs, covering technology development for the mobile app and website, legal fees, and initial inventory. Operating expenses will use 30% for marketing, staff salaries, and logistics. Research and development will receive 15% for market research and new product development. Expansion plans will take 10% for geographic growth and partnerships with local farmers and retailers. Lastly, 5% will be reserved for debt repayment to maintain financial health. This allocation strategy ensures a strong operational foundation while supporting growth and sustainability.

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