

THE BUSINESS MODEL CANVAS

KEY PARTNERS

- Farmer
- Government
- Private sector: Agriculture Trading Group
- Young Volunteer
- Financial institutions
- Local and National Media

KEY ACTIVITIES

- Harvest recommendation and training
- Sell pesticides & fertiliser
- Renting agricultural tools
- Running supply chain market

KEY RESOURCES

- Branding
- Employees
- Investors
- Vendors
- Farmers
- Government

VALUE PROPOSITIONS

- Variety of features, including harvest recommendations.
- Free training.
- Modern agricultural tool renting.
- Marketplace for farmers to sell their products.
- Automatic plant disease detection, and recommendation to cure it.

CUSTOMER RELATIONSHIPS

- On demand support
- Easy to Use
- Long-time support
- Free training

CHANNELS

- Mouth-to-Mouth
- Offline Advertising
- TV Advertisement
- Radio Advertisement
- Seminar at the village hall.

CUSTOMER SEGMENTS

- Farmers
- People doing agricultural business
- Unemployed people
- People with low access to modern technology

COST STRUCTURE

- Marketing
- Advertising
- General operational expenses
- Research and developments

REVENUE STREAMS

- Fees charged for farming tool renting
- Sales price of pesticides and good quality seeds
- Commission fees on sales made through the marketplace.

COSTS

ENVIRONMENTAL COSTS

- Carbon emission due to the usage of petrol oil on machineries
- Extinction of traditional plant species
- Extinction of good insects

SOCIAL COSTS

- Not everyone will be able to access the app easily which might increase social discrimination.
- The app could contribute to a social cost of increasing dependence on technology in farming practices.

BENEFITS

SOCIAL BENEFITS

- Opening new employment.
- Knowledge sharing and training.
- Same job opportunity for male and female.
- Decreasing hunger.
- Raising the life quality of famers.

ENVIRONMENTAL BENEFITS

- Positive impact on the environment from promoting sustainable farming practices.
- Reducing chemical usage in farming.
- Plants more durable to the disease.
- Preserving land solidness.