

Your Startup Name Smart - Agriculture

Lean Model Canvas

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
Top 5 Problems 1. Scarcity 2. Seasonal Effects 3. Labour cost 4. Detailed aspects of the plants 5. Natural calamities 6. Maintenance	Top 3 features 1) Indication of water leakage 2) Protection of crops from animals 3) Realtime aspect and performance.	Single, clear, compelling message that states why you are different and worth buying Providing Brilliant Performance Report and Interface at very very cheap price	Can't be easily copied or bought i) Cheap & Cost Effective ii) Portable iii) User-friendly interface iv) Maintenance	Target customers 1. Farmers 2. Agri - Researchers 3. Gardeners 4. Village - municipalities 5. Rationals gardeners 6. Robotic modules
Key Metrics Key activities you measure Performance of crops Preventing losses due to water leakage				
Cost Structure Customer acquisition costs, distribution costs, hosting, people, etc... = 1000/- 1 Total - 10000/- 1000/- maintenance per year. 500-		Revenue Streams Revenue model, Life time value, revenue, gross margin Fixed Cost - 30000 Total - 50000/- Operational Cost - 500 Extra Cost - 1500 Profit - 1500 Preper - 18.75%		