

Lean Canvas		Designed for: AgroTrack-Lite v2.0 (Hec	Designed by: Edward Johnson	Date: Nov 21, 2025	Version: 1.0
<b>Problem</b> Top 3 problems 1. Farmers can't reach buyers (70% post-harvest loss)  2. No price transparency (exploited by middlemen)  3. No trust/escrow system for transactions	<b>Solution</b> Top 3 features 1. SMS interface (no internet needed) 2. AI agents match buyers/sellers 3. Blockchain escrow protects both parties	<b>Unique Value Proposition</b> Single, clear and compelling message that states why you are different and worth buying "SMS-based farm marketplace with blockchain escrow - works on any phone, no middlemen, instant payment"	<b>Unfair Advantage</b> First SMS + AI + Hedera blockchain solution - Works offline (critical for rural Africa) - Built on Hedera Agent Kit (extensible)	<b>Customer Segments</b> Target Customers Early Adopters: - Smallholder farmers (1-5 hectares) - Ages 25-45 with feature phones - Kenya, Nigeria, Ghana initially	
<b>Existing Alternatives</b> List how these problems are solved today. <b>**Traditional Middlemen/Brokers**</b> - Pros: Established relationships, handle logistics - Cons: Take 30-40% markup, exploit farmers, no transparency <b>**WhatsApp Groups**</b> - Pros: Free, familiar interface - Cons: Requires smartphone + internet, no escrow/trust, spam issues <b>**Physical Markets/Marketplaces**</b> - Pros: Face-to-face transactions - Cons: High transport costs, limited buyers, price collusion <b>**Mobile Apps (e.g., Twiga</b>	<b>Key Metrics</b> Key activities you measure - Farmers registered - Transactions completed - Average transaction value - Monthly active users - Repeat usage rate	<b>High-Level Concept</b> List your X for Y analogy (e.g. YouTube = Flickr for videos)  "WhatsApp marketplace meets blockchain escrow - for feature phones. Brings 1M or more farmers on-chain via SMS."	<b>Channels</b> Path to customers 1. Agricultural cooperatives 2. Mobile money agents 3. NGO partnerships	<b>Early Adopters</b> List the characteristics of your ideal customers. <b>**Primary: Progressive Smallholder Farmers**</b> - Demographics: Ages 25-45, 1-5 hectares - Location: Peri-urban areas (Kisumu, Nakuru, Mombasa suburbs) - Tech: Feature phone users comfortable with M-Pesa - Pain: Currently lose 40-60% of harvest to spoilage - Trigger: Harvest season approaching, desperate for buyers  <b>**Secondary: Agricultural Cooperative Leaders**</b> - Role: Managing 100-500 farmer members - Pain: Members complain about	

<p><b>Foods, FarmCrowdy)**</b> - Pros: Digital convenience, some have escrow - Cons: Require smartphones (70% exclusion), need internet, complex onboarding</p> <p><b>**Agricultural Cooperatives**</b> - Pros: Collective bargaining power - Cons: Slow decision-making, still use middlemen, limited tech</p> <p><b>**M-Pesa Direct Transfers**</b> - Pros: Mobile money infrastructure exists - Cons: No marketplace discovery, no escrow, trust issues</p>				<p>low prices from middlemen - Motivation: Want to prove value to members, retain membership - Influence: Can onboard entire cooperative at once</p> <p><b>**Tertiary: Small-Scale Buyers/Processors**</b> - Type: Local millers, food processors, restaurant suppliers - Pain: Inconsistent supply, high prices from wholesalers -</p> <p>Motivation: Direct sourcing = better margins - Location: County-level towns (not major cities yet) ````**Why Be Specific:** - "Farmers in Kenya" = too broad - "25-45 year old farmers in Kisumu who use M-Pesa and grow maize" = actionable - You know **where to find them** (cooperatives, M-Pesa agents) - You can **calculate CAC** (Customer Acquisition Cost)</p>
<p><b>Cost Structure</b></p>	<p><b>Revenue Structure</b></p>			

List your fixed and variable costs.

Customer acquisition costs

Distribution costs

Hosting

People

Etc.

- SMS: \$0.05/message - Hedera fees: \$0.001/transaction - Server:  
\$20/month - Support: 1 FTE per 10K farmers

List your sources of revenue.

Revenue Model

Life Time Value

Revenue

Gross Margin

- 2% transaction fee (split farmer 1%, buyer 1%) - Premium features:  
Weather alerts (\$2/month) - Data licensing to AgTech companies

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# Neos Chronos Lean Canvas Template

## Lean Canvas

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**Problem**

**Solution**

**Unique Value Proposition**

"SMS-based farm  
marketplace with  
blockchain escrow - works  
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**Unfair Advantage**

**Customer Segments**

**Existing Alternatives**

**Key Metrics**

**High-Level Concept**

**Channels**

**Early Adopters**

**Cost Structure**

**Revenue Structure**