

Lean Canvas		Designed for:	Designed by:	Date:	Version:	
<p>Problem 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</p> <p>Existing Alternatives List how these problems are solved today.</p> <p>**Traditional Middlemen/Brokers** - Pros: Established relationships, handle logistics - Cons: Take 30-40% markup, exploit farmers, no transparency</p> <p>**WhatsApp Groups** - Pros: Free, familiar interface - Cons: Requires smartphone + internet, no escrow/trust, spam issues</p> <p>**Physical Markets/Marketplaces** - Pros: Face-to-face transactions - Cons: High transport costs, limited buyers, price collusion</p> <p>**Mobile Apps (e.g., Twiga)</p>	<p>Solution Top 3 features 1. SMS interface (no internet needed) 2. AI agents match buyers/sellers 3. Blockchain escrow protects both parties</p> <p>Key Metrics Key activities you measure - Farmers registered - Transactions completed - Average transaction value - Monthly active users - Repeat usage rate</p>	<p>Unique Value Proposition 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"</p> <p>High-Level Concept 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."</p>	<p>Unfair Advantage First SMS + AI + Hedera blockchain solution - Works offline (critical for rural Africa) - Built on Hedera Agent Kit (extensible)</p> <p>Channels Path to customers 1. Agricultural cooperatives 2. Mobile money agents 3. NGO partnerships</p>	<p>Customer Segments Target Customers Early Adopters: - Smallholder farmers (1-5 hectares) - Ages 25-45 with feature phones - Kenya, Nigeria, Ghana initially</p> <p>Early Adopters List the characteristics of your ideal customers.</p> <p>**Primary: Progressive Smallholder Farmers** - 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</p> <p>**Secondary: Agricultural Cooperative Leaders** - Role: Managing 100-500 farmer members - Pain: Members complain about</p>	Nov 21, 2025	1.0

Foods, FarmCrowdy)** -
Pros: Digital convenience, some have escrow - Cons: Require smartphones (70% exclusion), need internet, complex onboarding

****Agricultural**

Cooperatives** - Pros: Collective bargaining power - Cons: Slow decision-making, still use middlemen, limited tech

****M-Pesa Direct**

Transfers** - Pros: Mobile money infrastructure exists - Cons: No marketplace discovery, no escrow, trust issues

Cost Structure

low prices from middlemen - Motivation: Want to prove value to members, retain membership - Influence: Can onboard entire cooperative at once

****Tertiary: Small-Scale Buyers/Processors**** -

Type: Local millers, food processors, restaurant suppliers - Pain: Inconsistent supply, high prices from wholesalers -

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)

Revenue Structure

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	Unfair Advantage	Customer Segments
		"SMS-based farm marketplace with blockchain escrow - works on any phone, no middlemen, instant payment"		
Existing Alternatives	Key Metrics	High-Level Concept	Channels	Early Adopters

Cost Structure		Revenue Structure	

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