



INNOVATIVE BUSINESS IDEA COMPETITION 2019

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Sell Your Idea If You Can

FERTILIZOMETER

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SY IT

PROBLEMS

- Study suggests that about 58% of the farmers cultivating crops don't have proper knowledge about the particular fertilizer being utilized on that particular crop.

EDUCATION

- Fertilizer burn can occur when too much fertilizer is applied, resulting in damage or even death of the plant.

EXCESS
AMOUNT

- Any less than that and the crop will decrease in size and won't provide the required nutrients as much

DEFICIENT

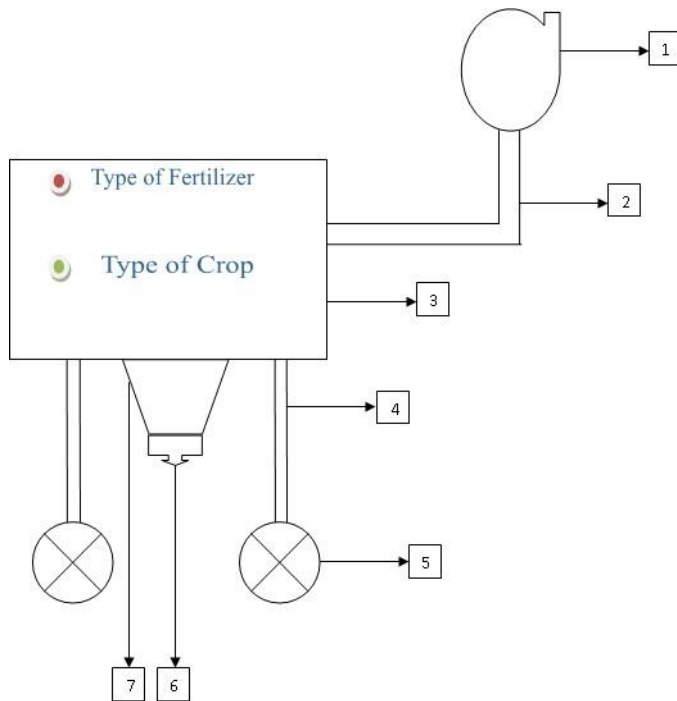
CUSTOMER SEGMENTS

- **“B2C” – Business to Consumer.**
- Consumers: Farmers, Agricultural Engineers, Chemical Scientists, Organic Chemists, Fertilizer Industries

UNIQUE VALUE PROPOSITION

- This product,
 - provide proper amounts of fertilizers to the required crops.
 - Ease in working
 - Ensures proper growth of the crop, without having to worry about the adverse effects of improper fertilisation

Solution



FERTILIZOMETER

- The distribution of fertilizers has to be made according to the crop which needs to be fertilized.
- This machine drops a certain fixed amount of fertilizer that a respective crop needs, no amount more or less than that.
- Fertilizers vary in their tendency to burn, roughly in accordance with their salt index.
- The machine (which is in the form of a one-wheeled cycle) can be moved throughout the field, and every single crop can be fertilized according to its required amount.

KEY METRICS

- Fertilizer on plants

UNFAIR ADVANTAGE

- Because it is copyrighted with registration number L-83795/2019