DolphinGroup

SMARTAGRI

Project presentation

Executive summary

Problem   The use of technology in agriculture is on the rise.
Ineffective and synchronous yields
Weak interconnection of agribusiness

Solution   A hybrid-app can:
+ Connects parties in Agribusiness
+ Update high-tech agricultural news
+ Find investors

Highlights   Investment feature
E-com service
Sharing knowledge forum

Target audience

Gender: All gender
Age: Gen X – Gen Z
Hobbies: Agriculture, Investment.

Gains & lessons

Experience to work in a short project

Agenda

1

Project Implementation
Problem, solution & goal
Brainstorming report

2

Project Timeframe
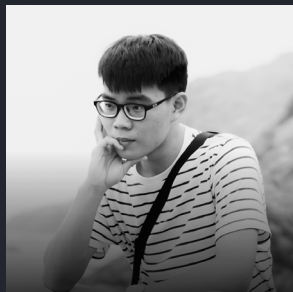Task management
Accomplishment
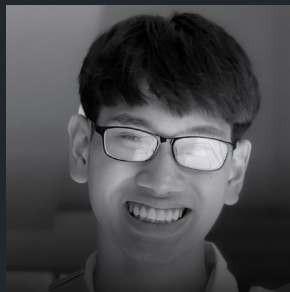
3

Final product
Features
Technical stack
Potential

4

Self-assessment
Quality of works
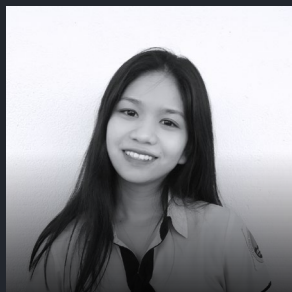Level of success of the project
Takeaway experience

Personnel

Dang Loc
Project Manager

Phuoc Tung
Product Manager

Vi Khang
Technical Architecturer

Thu Trang
BA, Financial Manager

Thanh Hai
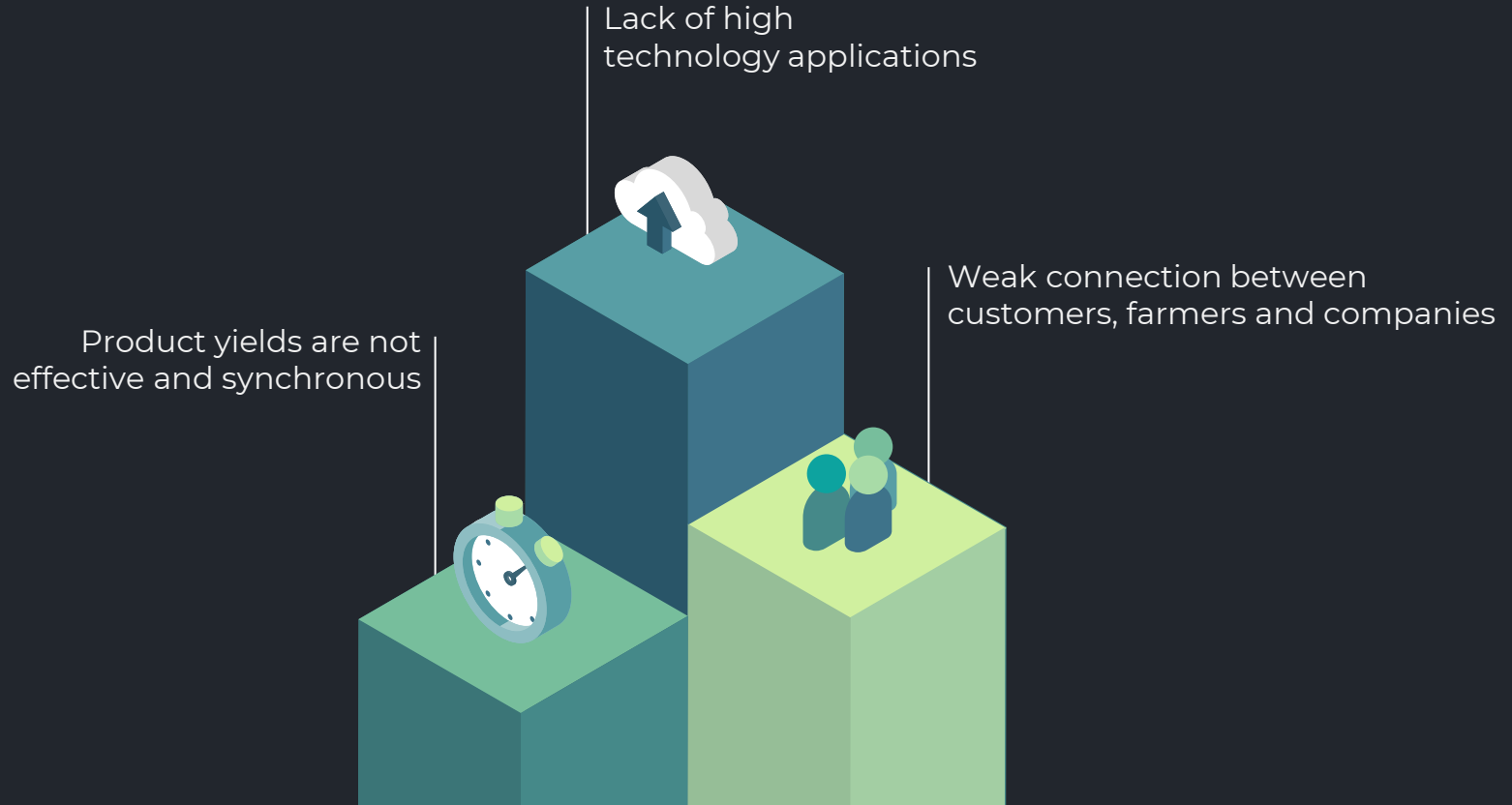Tester

Lack of high
technology applications

Weak connection between
customers, farmers and companies
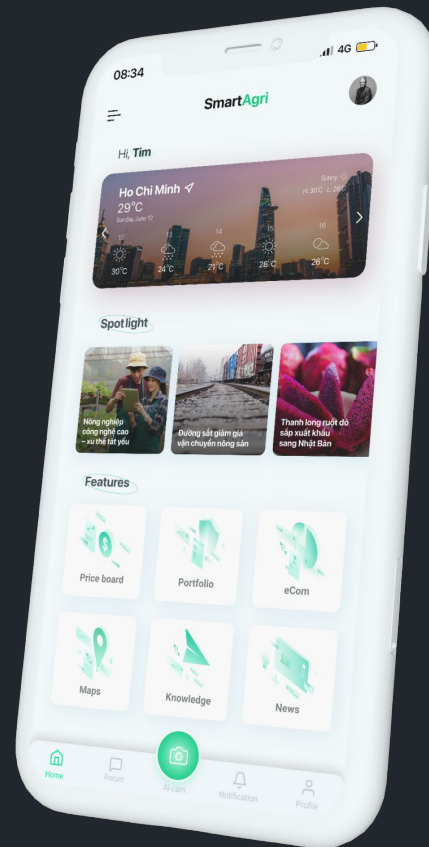
Product yields are not
effective and synchronous

Connects parties
in Agribusiness

Update high-tech
agricultural news

Find investors

Goals
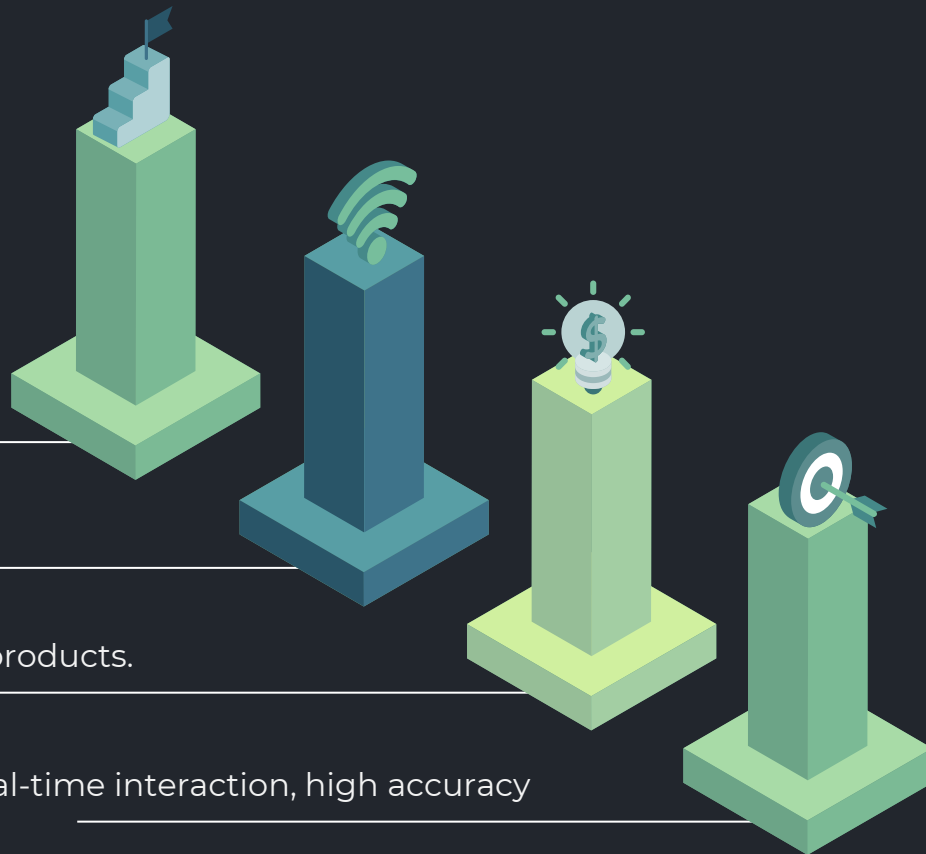
1   Optimize productivity and yields.

2   Low prices smart app

3   Synchronizing products.

4   Real-time interaction, high accuracy

Market need   Agriculture is becoming more technologically advanced

Creating and growing agricultural industries in using high-tech

SWOT analysis

Strengths	Weakness
Agricultural is the key economic sector of Viet Nam. Many tools for data collection, analysis, and statistics.	The need for supply chain partners. High-tech farm can be prey expensive.
Oppounities	**Threats**
The government promotes technology in agriculture. People tend to buy clean, safe products from food chains.	A diverse range of plants, it is challenging to cover Agriculture's Aging Population Data-theft with consumers and suppliers.

➡ "Make a basic platform but still meet the requirements & the needs of users"

Planning
Brainstorming stage

Target Customer

Gender: All gender
Age: Gen X – Gen Z
Hobbies: Agriculture, Investment.

The farmers
The youngsters
The merchants

Profit model

Investment

Cost of IPO

Cost per exchange

E-Com

Commission from customer

Listed on the market pre-money

Competitors

Delivery

Forum

Finance

Manage working process		**Free**
Storing data, files, information		**Free**
Communication		**Free**
Conduct meeting		**Free**
UI/UX design		**Free**
Reference resources, data researching		**Free**

Project timeline

Milestone	Description	Assignee	Begin Date	Target End Date	Completed Date
Phase 1: Kick-start	Research, strategize & plan; Develop ideas	All members	05/11/2021	05/12/2021	05/12/2021
	Assumption of risk	Tùng, Khang, Trang	05/11/2021	05/12/2021	05/12/2021
	Project introduction	All members	05/11/2021	05/12/2021	05/12/2021
	Project proposal	All members	05/13/2021	05/19/2021	05/19/2021
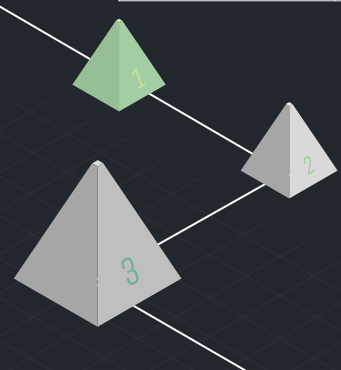
Project timeline

| Milestone	Description	Assignee	Begin Date	Target End Date	Completed Date
Phase 2: Run-up	Industry, Market & Business research	All member	05/25/2021	06/06/2021	06/12/2021
	App feature description	Tùng	06/13/2021	06/23/2021	06/20/2021
	Contents	Khang, Trang, Hải	06/22/2021	06/27/2021	06/26/2021
	Target audience	Trang, Hải	06/22/2021	06/25/2021	06/25/2021
	Technical design	Khang	06/27/2021	07/17/2021	07/13/2021
	Visualization UI/UX design & app prototype	Lộc, Tùng	06/27/2021	07/18/2021	07/19/2021

Project timeline

Milestone	Description	Assignee	Begin Date	Target End Date	Completed Date
Phase 3: Closure	Completing paperwork, documentations	Lộc, Tùng, Khang	07/10/2021	07/20/2021	07/20/2021
	Self-assessment of project	Lộc, Trang	07/11/2021	07/18/2021	07/17/2021
	Takeaway experiences	All members	07/18/2021	07/21/2021	07/20/2021
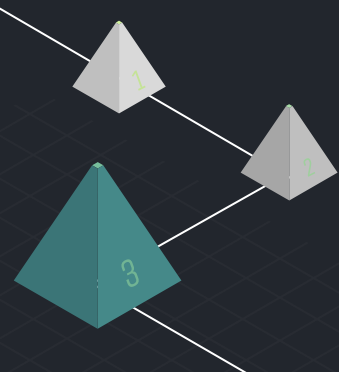
Accomplishment

Successfully developed agricultural e-com with synchronized quality, price, and product source.

Created a platform that connects components in the Agribusiness ecosystem to motivate delivering farm produce, and optimize supply chain.

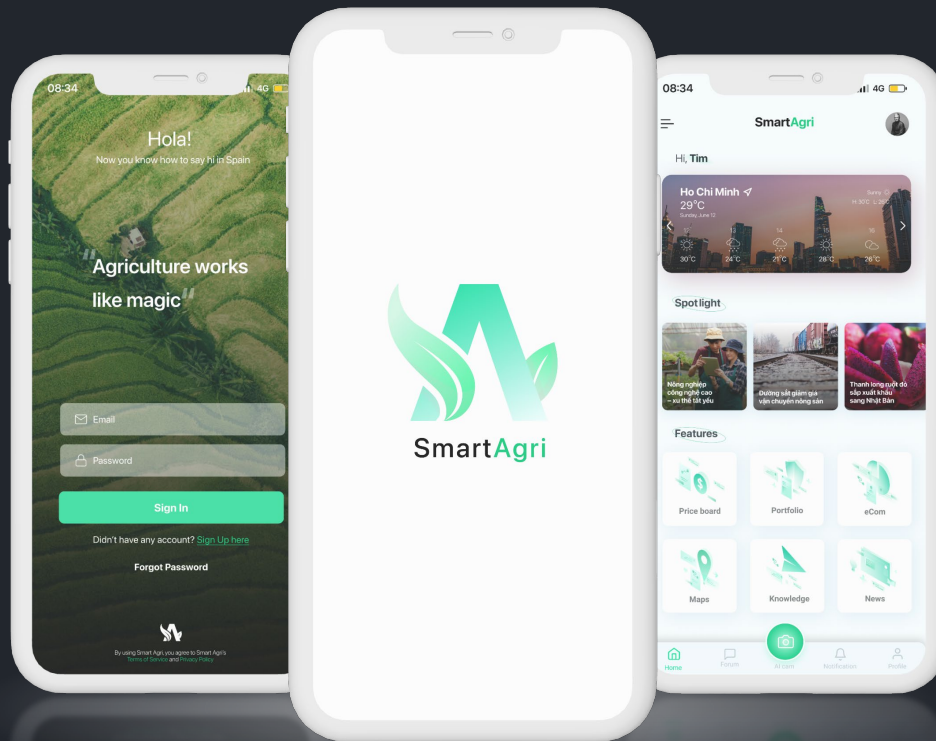Expanded the agricultural knowledge-sharing community, follow high-tech agricultural tendencies.

SmartAgri

Offers these services:
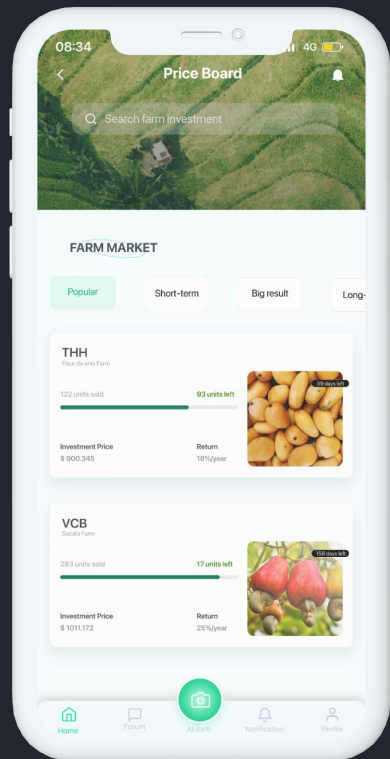- Online Grocery delivery
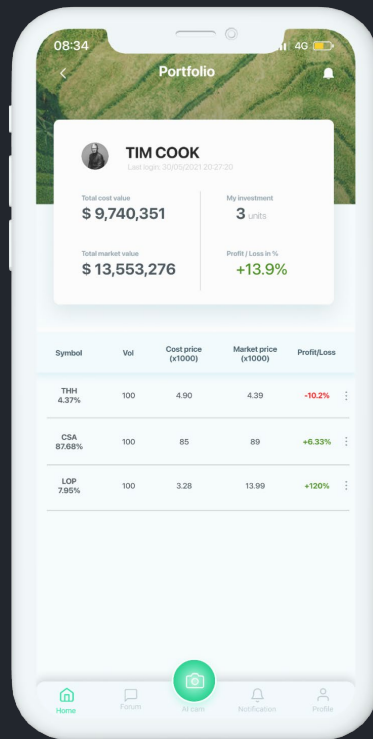- Farm investment service
- News
- Farms map
- Knowledge

SmartAgri

Priceboard

Portfolio
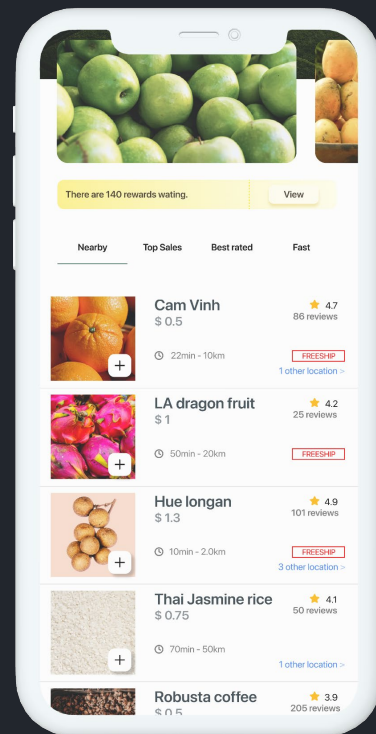
eCom

SmartAgri

Farm Map
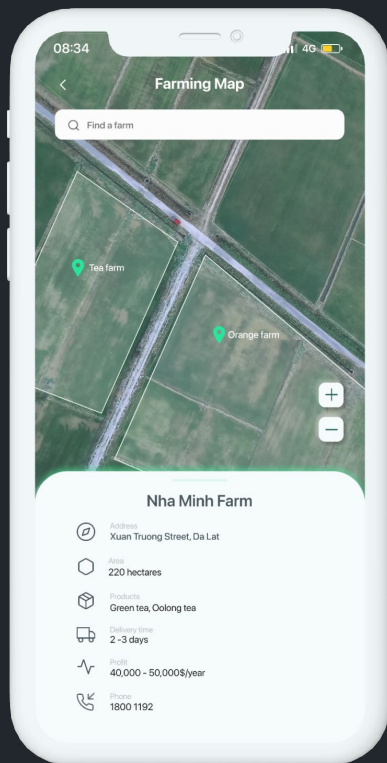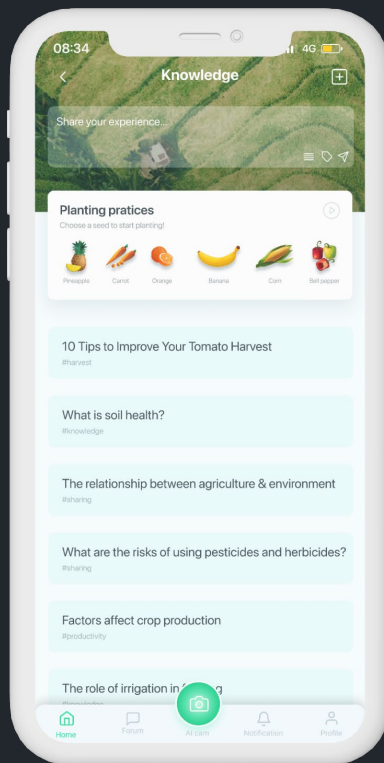
Knowledge
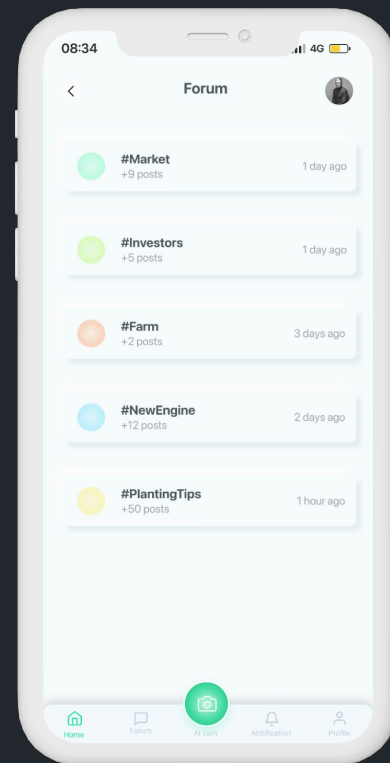
Sharing forum

iOS
Operating system

Servers

Firebase
Databases; Authentication;
Hosting

ANGULAR
Front-end frameworks
(user interface)

DATADOG
Data analytic platform

AI services

Versions control

Risk

Misunderstand
use of features

Smart Agri lacks
actual data.

Challenging UX design for
different types of users

IoT applications

Sensors, drones or weather indicators, .etc

AI intergrated

Recognizing plants through pictures

Real-time contact

Tracking the growing state of the plants

Bigdata applications

Analyzing database suggestions between investors and farm owners
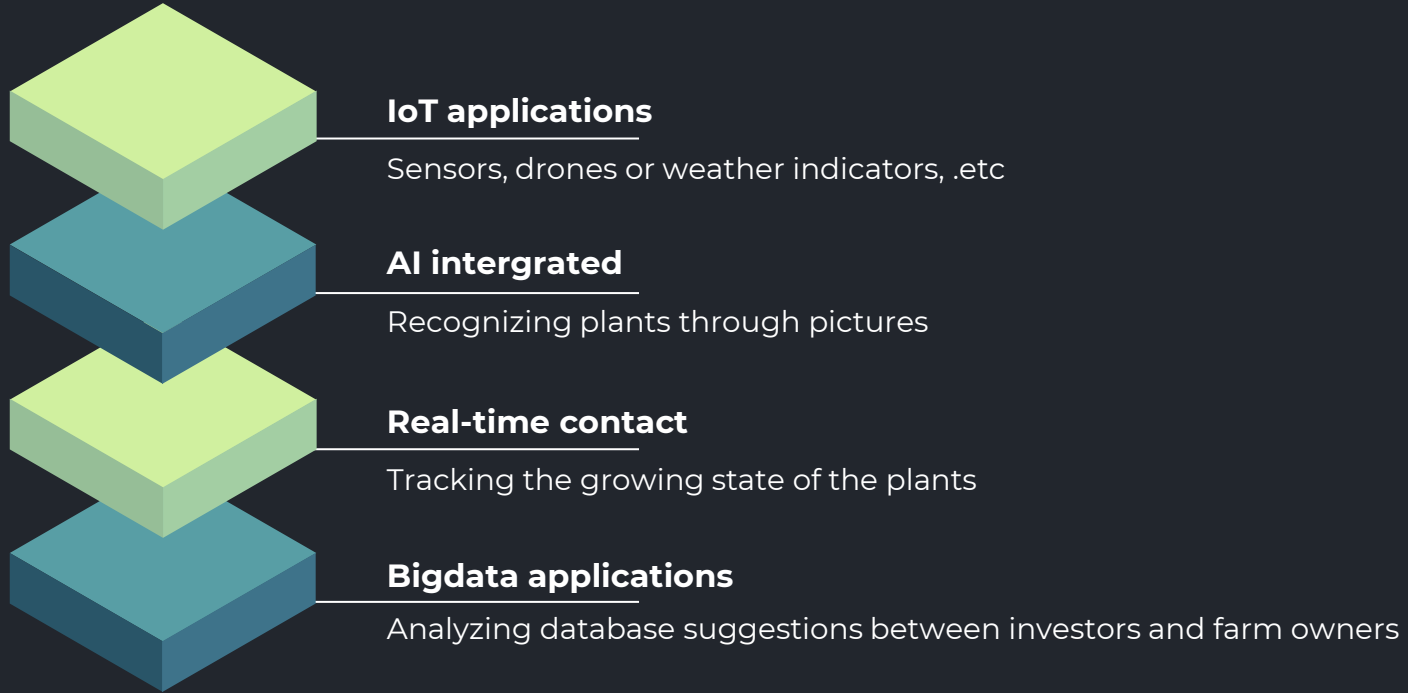
Project

Task management **95%**

Task complete on time

Work sharing **80%**

Shared equally

Members help the others complete tasks

Manpower

Communication **70%**

Not really effective

Leadership

Good, work effectively

Problem solving **70%**

Everyone is supportive and ready to help the others

Product

We achieved our main goals proposed before

Adjustments in working

Analysis

The limitations of project was unclear at first, after some meeting and conversation, we found the same voice.

Design

Detailed and creative

Implementation

Following the design but flexible
Successfully implemented basic features
Basic and modern UI
Pay attention to UX

Summarize the group's tasks and processes, clarify the team's strengths and weaknesses

Learn more about Vietnam's agricultural market and the applications of technology in agriculture

Know how to work on a large process broken down into small & specic phases

Learn how to use technology platforms, applications to create products

Have a broader view of many other aspects when making a product
(market demand, customer psychology, implementation costs, ...)

THANK YOU!

If you have any questions?

Don't hesitate to ask us
or contact us
dolphin.team111@gmail.com

DolphinGroup