**👤 Persona 1: Amit Kulkarni – CTO, FarmTech Solutions (amit.kumar@farmtech.com)**

* **Industry**: AgriTech SaaS
* **Location**: Pune, Maharashtra
* **Age**: 38
* **Company Size**: 50 employees
* **Role**: Oversees tech integration with farms across India

**🌾 Goals:**

* Provide real-time crop health analytics to clients
* Reduce costs in farm operations
* Differentiate their farm platform with drone intelligence

**😟 Pain Points:**

* Satellite imagery is delayed and low-res
* Hard to scale manual field inspections
* Farmers struggle to interpret data without visuals

**🚁 Why acme.ai appeals:**

* Real-time, high-resolution drone mapping
* AI-generated health and yield predictions
* API integration with FarmTech’s platform

**👤 Persona 2: Rekha Sharma – Commercial Farmer (rekha.sharma@farmland.com)**

* **Location**: Nashik, Maharashtra
* **Farm Size**: 200 acres
* **Age**: 45
* **Education**: B.Sc. Agriculture
* **Crops**: Grapes, Pomegranates, Tomatoes

**🌾 Goals:**

* Maximize yield with minimal input costs
* Detect disease or pest problems early
* Reduce pesticide usage through targeted spraying

**😟 Pain Points:**

* Crop damage discovered too late
* Farmhands inconsistent in reporting issues
* Spraying entire field is expensive and wasteful

**🚁 Why acme.ai appeals:**

* Weekly drone flights with visual + AI pest alerts
* Targeted spray maps for precision farming
* Easy-to-read dashboard with WhatsApp alerts

**👤 Persona 3: David Menon – Supply Chain Manager, Agri Export Co. (David.menon@agriexport.com)**

* **Location**: Bengaluru, Karnataka
* **Company**: AgriFresh Exports
* **Age**: 42
* **Scope**: Oversees 500+ acres via contract farming

**🌾 Goals:**

* Ensure quality consistency across distributed farms
* Predict harvest schedules accurately
* Meet compliance and export quality checks

**😟 Pain Points:**

* Difficult to monitor remote farms
* Unpredictable harvests hurt logistics planning
* Expensive quality assurance audits

**🚁 Why acme.ai appeals:**

* Drone-based visual documentation for compliance
* AI predictions on harvest timing
* Farm-by-farm comparison to spot outliers

**Large-Scale Farm Owner — "Danny the Innovator"**

* **Age:** 45-60
* **Location:** Midwest USA, Australia, Brazil
* **Goals:** Maximize crop yield, reduce input costs, adopt new tech
* **Challenges:** Managing vast fields, unpredictable weather, labor shortages
* **Values:** Efficiency, reliability, ROI, sustainability
* **Decision Drivers:** Proven results, ease of use, cost savings