**Format:** Work in groups with people sitting near you, in-class

**Please write the names of the people you worked with:**

**Instructions**

1. **Discuss:**  
   Working together, discuss your understanding of both parts of the *Nano Ganesh* case.

* **Adoption (Part 1):** What motivated the first farmers to try Nano Ganesh?
  + Convenience and time savings—farmers could operate pumps remotely instead of walking long distances.
  + Improved control over irrigation and reduced water waste.
  + Curiosity and trust built through demonstrations and peer endorsement.
  + Economic benefits such as lower fuel and electricity costs.
* **Scaling (Part 2):** What must change in messaging, financing, or partnerships to reach the next level?
  + **Messaging:** Shift from demonstrating functionality to emphasizing proven impact and return on investment (ROI). Highlight reliability, scalability, and compatibility with larger farms or cooperatives.
  + **Financing:** Develop accessible financing options—microloans, pay-per-use, or subscription models to reach smallholder farmers.
  + **Partnerships:** Strengthen collaboration with telecom providers, government agencies, and NGOs to expand distribution, improve infrastructure, and build credibility.
* **Bridge Question:** How does understanding farmer behavior inform the company’s scaling decisions?
  + Farmers’ risk aversion and reliance on community trust suggest the need for strong local partners and on-the-ground demonstrations.
  + Insights from early adopters shape product design (simpler interfaces, local language support) and marketing strategies (peer influence, social proof).
  + Recognizing affordability and reliability as top priorities guides OAAPL to maintain low-cost models and focus on after-sales service during scale-up.

1. **Analyze:**  
   Using the **Value Proposition Canvas** framework, complete the table on pages 3-4.  
   Consider both perspectives:

* **Adoption (Part 1):** The needs, barriers, and motivations of **early farmer users**.
* **Scaling (Part 2):** The needs and priorities of **investors, partners, and new markets**.

1. **Synthesize:**  
   In one clear sentence, write **Nano Ganesh’s value proposition**, starting with:

|  |  |  |
| --- | --- | --- |
| Nano Ganesh helps | [customer segment] | smallholder farmers in rural areas |
| who | [job or pain] | struggle with unreliable power supply and time-intensive irrigation |
| by providing | [product/service] | an affordable mobile-controlled irrigation solution |
| that | [gain created or pain relieved] | saves time, reduces costs, and enables more reliable water management, while supporting partners in scaling sustainable, tech-enabled farming practices. |

1. **Reflect:**  
   As a group, answer the following discussion questions:

* What **customer needs** are most important for Nano Ganesh at this stage of growth?
  + Affordability, reliability, and ease of use remain central for farmers.
  + Investors and partners prioritize scalability, operational efficiency, and measurable impact.
  + Both segments value trust and long-term service relationships.
* How clearly is the **value proposition** communicated in the cases?

It is implicit but not consistently articulated. The product’s functional value is clear, but the broader message about social impact and long-term economic returns could be stronger.

* How could Nano Ganesh **refine its message or offering** to strengthen market fit as it scales?
  + Simplify and standardize the narrative: “Reliable irrigation, anytime, anywhere.”
  + Integrate local success stories to build credibility.
  + Emphasize complementary value for investors—scalable tech with proven demand.
  + Continue aligning affordability and access with operational discipline and funding strategy.

**Submission Guidelines:**

1. Turn in your completed worksheet at the end of class.

**Value Proposition Canvas - Farmer Segment (Adoption Focus)**

| **Category** | **Example from the Case(s)** | **Sample Interpretation** |
| --- | --- | --- |
| Customer Jobs | Operate pumps efficiently, save time, manage water use | Farmers seek to improve efficiency and reduce labor while maintaining crop productivity. |
| Pains | Unreliable power, long travel distances, skepticism about new tech | Farmers face physical, financial, and informational barriers to technology adoption. |
| Gains | Time and cost savings, better yields, convenience | Clear, measurable improvements in quality of life and profitability. |
| Product/Service | Mobile-controlled irrigation device and app | Enables remote irrigation pump operation through mobile phone signals. |
| Pain Relievers | Remote operation, automation, local service | Reduces labor, travel time, and maintenance uncertainty. |
| Gain Creators | Demonstrations, training, affordability, peer validation | Builds trust, capability, and confidence in technology adoption. |

**Value Proposition - Partner / Investor Segment (Scaling Focus)**

| **Category** | **Example from the Case** | **Sample Interpretation** |
| --- | --- | --- |
| **Customer Jobs** | Scale operations, achieve social impact, allocate capital effectively | Investors and partners aim for measurable growth and sustainable returns. |
| **Pains** | High capital intensity, weak rural infrastructure, regulatory uncertainty | Scaling requires managing operational risk and ensuring compliance. |
| **Gains** | Scalable model, measurable impact, reliable returns | Opportunity to back a proven innovation with social and commercial value. |
| **Product/Service** | OAAPL’s technology platform and business model | Provides a ready-to-scale, tested product and distribution network. |
| **Pain Relievers** | Partnerships, modular production, training ecosystem | Reduces operational complexity and expands reach efficiently. |
| **Gain Creators** | Proven adoption, stable revenue streams, alignment with sustainability goals | Strengthens credibility and investor confidence. |