**Format:** Work in groups of 2-3 people, 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?
* **Scaling (Part 2):** What must change in messaging, financing, or partnerships to reach the next level?
* **Bridge Question:** How does understanding farmer behavior inform the company’s scaling decisions?

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] |  |
| who | [job or pain] |  |
| by providing | [product/service] |  |
| that | [gain created or pain relieved] |  |

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

* What **customer needs** are most important for Nano Ganesh at this stage of growth?
* How clearly is the **value proposition** communicated in the cases?
* How could Nano Ganesh **refine its message or offering** to strengthen market fit as it scales?

**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)** | **Your Interpretation** |
| --- | --- | --- |
| **Customer Jobs** | Farmers managing irrigation efficiently; OAAPL leadership scaling operations |  |
| **Pains** | Unreliable electricity, long travel, limited digital literacy, investor skepticism |  |
| **Gains** | Time and cost savings, water efficiency, improved yields, broader market access |  |
| **Product/Service** | Mobile-controlled irrigation device and app |  |
| **Pain Relievers** | Remote operation, automation, technical support |  |
| **Gain Creators** | Affordable tech, training, partnerships, reliable service network |  |

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

| **Category** | **Example from the Case** | **Your Interpretation** |
| --- | --- | --- |
| **Customer Jobs** | Expand impact and market share; deploy capital efficiently; support rural innovation |  |
| **Pains** | High capital requirements, fragmented rural infrastructure, uncertain regulatory path |  |
| **Gains** | Scalable business model, social/environmental impact, steady revenue growth |  |
| **Product/Service** | OAAPL’s technology platform and distribution model |  |
| **Pain Relievers** | Strategic partnerships, modular production, local dealer networks |  |
| **Gain Creators** | Proven adoption, clear financial model, alignment with sustainability goals |  |