



WIKILIMO

Business Plan

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I. Company Description

Business Name	Wikilimo
Company Mission Statement	Develop, assist and promote resilient agriculture through citizen science initiatives in remote areas with limited connectivity
Company Philosophy/ Values	Inclusivity – Ensure agri-digitization reaches everyone Authenticity – Ensure access to authentic & relevant agri-insights Sustainability – Promote sustainable practices for resilient agriculture
Company Vision	Accelerate growth of Agriculture in developing nations by facilitating access to Digitization & Informatics tools
Goals & Milestones	<ol style="list-style-type: none"> 1. App-based platform for crowd sourcing and disseminating hyperlocal climate, pest and crop information 2. SMS-USSD-Voice Integration for full offline functionality 3. Actionable Insight based Active notifications through app & SMS 4. P2P chat and business integration 5. Marketplace for hyperlocal buy and sell
Target Market	Farmers in sub-Saharan Africa where low-end smartphone penetration is high but internet costs and low bandwidth act as bottleneck for agri-digitization.
Industry/ Competitors	<ol style="list-style-type: none"> 1. Esoko 2. Ujuzikilimo 3. Ghalani
Legal Structure/ Ownership	Not incorporated.

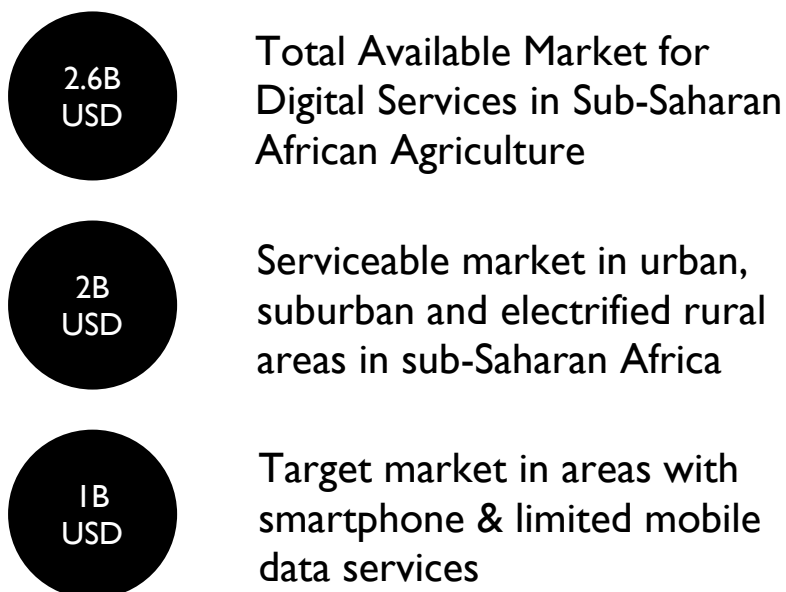
II. Products & Services

Business Name	Wikilimo
Product/ Service Idea	Smartphone App, SMS-USSD and Voice based platform for crowdsourcing and disseminating hyperlocal weather, pests and agri-insights.
Special Benefits	<ol style="list-style-type: none"> 1. Crowd source weather, pest and market information from remote areas 2. Receive actionable insights for crop protection
Unique Features	<ol style="list-style-type: none"> 1. Seamlessly work through online and offline integration 2. Chat and transact with other users within the app 3. Plan your agricultural activities 4. Use in your preferred local languages
Limits and Liabilities	Climate, Pest and Market Information and insights sent as-is with no liabilities for conflicts or damages arising out of activities based on it.
Production and Delivery	<ul style="list-style-type: none"> • Tech stack – Firebase, Typeform, OpenWeatherMap, AfricasTalking • Citizen science data crowd sourced from users • Insights & prediction on pricing, pests & weather from national agriculture and meteorological services • Delivered online through app or offline through SMS/USSD/Voice
Intellectual Property Special Permits	No infringements. App developed is open-sourced under CC-BY 4.0
Product/ Service Description	Register on Wikilimo using your name and mobile number. Report local weather, pests and market updates. Check weather predictions and plan your agricultural activities like fertilizers, irrigation and pesticides accordingly. When offline, get all these updates – along with active notifications for actionable insights to protect your crops – through SMS/USSD/Voice. Use the in-app chat & marketplace service to interact and underact business transactions with other local users

III. Market & Customer

This section provides details on your industry, the competitive landscape, your target market and how you will market your business to those customers.

I. Market size



Relevant research:

- [Winning in Africa's agricultural market](#) – McKinsey 2019
- [African Agri-tech Startups Boom With 110% Growth Since 2016](#) – Forbes 2018
- [More than 90% of Africa's agritech market remains untapped says new report](#) – Venturebeat
- [Revenue-Generating Opportunities Through Tailored Weather Information Products](#) – UNDP

2. Barriers to entry

- Limited penetration of high-bandwidth mobile data
- Need for SMS and Voice in local language for actionable notifications
- Absence of digital marketing channels
- Integration of disparate public & private pipelines
- Bureaucratic obstacles in partnering with national meteorological & agricultural services

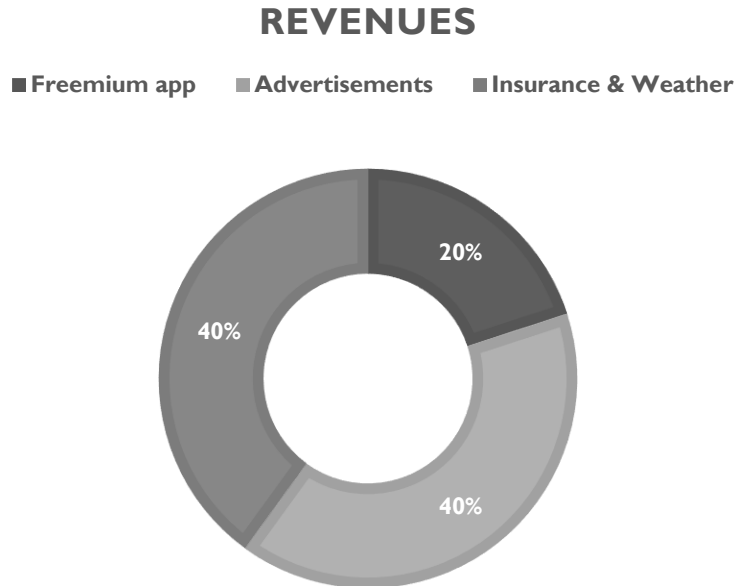
3. Target customer

B2C	B2B
<ul style="list-style-type: none">• Farmers in the age group 30-45• Residing in semi-urban areas• Users of smartphone with basic applications• Access to low speed mobile data (or SMS/USSD)	<ul style="list-style-type: none">• Last mile advertisements on app & SMS – Fertilizers, Pesticides & Agri-tool manufacturers• Platform & Data Licensing – Insurance Providers, Weather service providers

IV. Competitive Benchmarking

	Uzujikilimo	Wikilimo
Crowdsourced climate & pest information	No	Yes
Analytics for Agri-Informatics	Yes	Yes
Full App, Voice and SMS/USSD integration	No	Yes
No Additional hardware purchase required	No	Yes
P2P Chat, Market Rates & Buy-Sell	No	Yes

V. Revenue Sources



We derive revenues from three main sources –

1. **Freemium app** – Majority of initial revenues are sourced from users paying for our premium features on top of the free version, which include active notifications, planning, unlimited chat & transaction services
2. **Advertisements** – Once sufficient users on-board, our app and SMS platform is ideally suited for last-mile advertisements of agri-related tools and products
3. **Insurance & Weather** – Crop insurance firms pay to promote crop protection among users, lowering their claims payout. Weather services pay for hyperlocal crowdsourced climate information.

Distribution channels

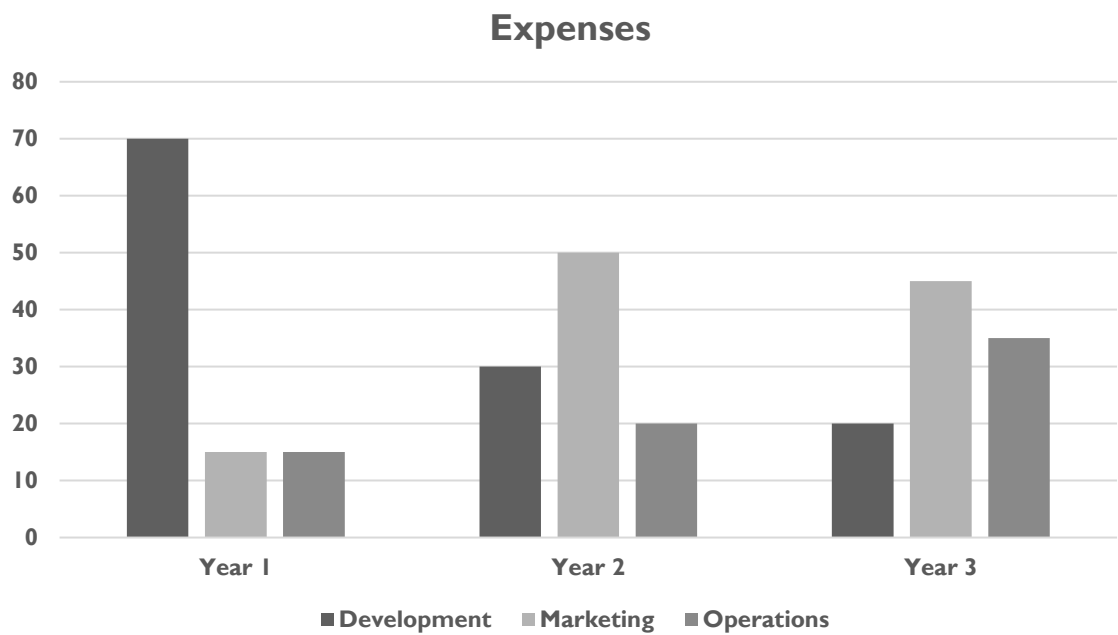
- Government Agriculture Departments
- Direct installs from App Stores
- Insurance Firms during premium sale
- Sellers of agricultural tools and products

Partnerships

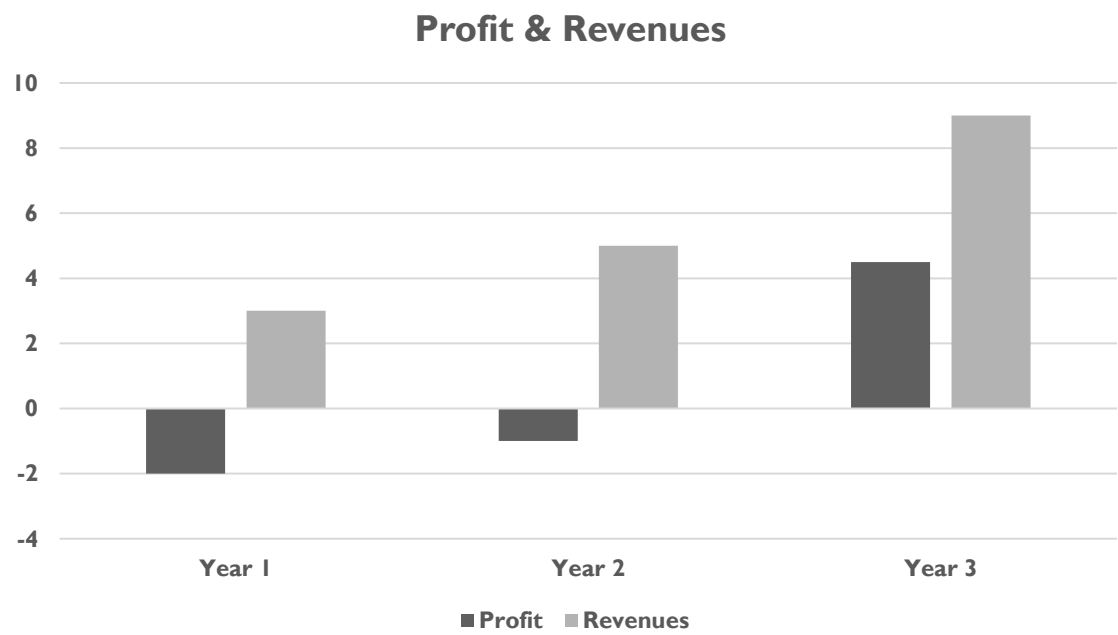
- Public-Private Partnerships with Meteorological & Agricultural Organizations
- Rural & Agricultural Banks for last mile financial inclusion and crop microfinancing
- Weather & Insurance Services
- UNDP CIRDA & FAO

VI. Projected Financial Plan

1. 36-month Expenses projection



2. 36-month Profit & Revenues Projection



VII. Founding Team

1. **Roshni Biswas, Founder (Technology)**

Computer Science Graduate with a background in Bioinformatics. Based out of Boston, Massachusetts. Bioinformatics Developer at Dana-Farber Cancer Institute.

2. **Anurag Saha Roy, Founder (Business)**

Electronics Engineering Graduate with a background in Quantum Computing. Based out of Singapore. Co-founder of Hamlit (2-wheeler smart driver assistance solutions.)

3. **Ecosystem**

- a. **Unite-Ideas OpenCI**

- b. **Y Combinator Startup School 2019**