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iFARMER™ ; TEAM H

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OUR GIANT LEAP HACKATHON

PURPOSE

Due to the small income in South East Area (SEA) countries farmers, they cannot put big money on education.

We found that there are positive feedback loop between less income and less investment on education area. This education problem leads to less women participation in society.

What if farmers get more income and they encouraged to put more effort on social participation? We started our business model development from this assumption.

Here, we suggest iFARMER™ which can help local farmers get early warning for their crops and manage their more wisely so that they can earn more income.

SOLUTION

iFARMERTM gives early warning to **local farmers**.

We deliver disease control information, disaster alerts, crop routine alerts, and modern farming practices.

Assuming that low revenue farmers might be afraid to adopt this solution, we are going to make users in clusters and let them share our pricing plan. Because most of SEA countries are communal society, we believe this approach would work. (But we also have bias that we might get close to the community via local governments.)

TECHNOLOGY

First, we get community feedback to identity potential issues. Then integrate satellite SAR image with it. Also we use sensor networks to acquire ground data. By doing so, we derive the crop agrometeorological parameters for crop condition assessment and crop yield forecast.

To deliver the our solution, we are going to utilize SMS, SNS, and multimedia. The solution transfer differs according to the local people's access to the electric gadgets. Also, if they do not have easy access to it, we are going to utilize mosque and church.

Our solution will run on on-premise server till PoC, then will convert it into cloud platform once we are able to make sufficient profit to run it.

By using our solution, we believe that farmers can get x1.5 profit then before.

EXECUTION

Major risk might be their eagerness on this solution. Therefore we will promote them 6 month of trial since unit crop season in SEA area is 4 month. Within our free trial period, they can get enough experience for their crop monitoring.

We request 100 thousand USD till the launch of PoC. We calculated this value based on numerical calculation. Details can be acquired by contacting KIM Songhyun who is in charge of financial management.