

AgriSat Tech

Slide 1: The Problem & The Team

- Team Name: AgriSat Tech
- Team Members: - Dr. Anika Reddy - Rohan Verma - Sneha Patel
- Core Problem Statement: Precision Agriculture using Space Technology
- Target Audience: Small and marginal farmers across India
- The "Cost of the Problem": 30-40% crop yield loss due to inadequate monitoring and prediction, costing ₹15,000+ crore annually

Slide 2: Evidence of Customer's Pain Point

- Key Insights from Farmers:
 - "We don't know when pests will attack until it's too late"
 - "Water management is guesswork, we waste precious resources"
 - "Weather forecasts are too generic for our small farms"
- 75% farmers report crop damage due to unanticipated weather events

Slide 3: Quantifying the Problem

- Market Size:
 - TAM: 120 million Indian farmers across 160 million hectares
 - SAM: 45 million farmers with smartphone access
 - SOM: 500,000 farmers in 3 states for initial rollout
- Economic Impact: ₹28,000 crore in preventable crop losses annually

Slide 4: Why This Problem is TIPSC

- Timely: ISRO opening up space sector, increasing satellite launches
- Important: Food security and farmer welfare national priority
- Profitable: Agritech market expected to reach \$24 billion by 2025
- Solvable
- Existing satellite data can be processed for farm-level insights
- Contextual: Team combines space tech and agriculture expertise

Slide 5: Competitive Landscape & The Gap

- Current Solutions: Traditional farming methods, some mobile apps
- The Gap: No hyperlocal, satellite-based crop monitoring service affordable for small farmers with actionable vernacular alerts

Slide 6: Solution Hypothesis

- Proposed Solution: -
 - Satellite imagery analysis for crop health
 - AI-powered pest and disease prediction
 - Micro-weather forecasting
 - Voice-based advisory in local languages

Slide 7: Next Steps

- Partner with ISRO for satellite data access
- Pilot with 10,000 farmers in Punjab and Maharashtra
- Develop mobile app with offline capability