Business Product Description

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Raindrop is an online tool to monitor droughts and live geospatial information. The product is available to different stakeholders including commercial and subsistence farmers, policymakers, businesses who depend on water availability in their business model, and the everyday user who needs this information either for personal or commercial uses. It is a web application that users log into to get the relevant data, built on top cloud services that ensure scalability and high availability.

The unique value proposition for this app is that unlike other existing services, this site seeks to (1) focus on the BRICS region, (2) run machine learning models to offer drought prediction, (3) emphasise the design process so that usability is high in comparison to our competitors.

The initial prototype has been created and presented, with the final MVP in progress. Designs have been formulated and the product owner has clarified their requirements. The development phase will continue until October where the final product will be complete.

Raindrop will have three pricing plans. The free plan will have limited functionality and limited access to drought prediction and geospatial data. The personal plan will have access to all predictions, metrics, and information related to the quality of the land and water availability. Lastly, the commercial plan will provide API access to whoever seeks to pull our data as well as make direct use of our prediction model. These respective prices are: free, R90, and R500 monthly.

Raindrop will be available as an online service so distribution is not a limiting factor, with the exception of cloud service implementation. The app will be marketed both directly to the stakeholders who have a pain point that aligns to the problem that we are fixing. The channels will include sites like LinkedIn, tech conferences, word of mouth recommendations, and cold calls and emails to companies.