Business Model Canvas – Cornflow Project

Prepared for: Sai-Krupa Trending Pvt Ltd

Project Developed by: Sainath Chikane (Freelance Consultant)

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# 1. Key Partners

* Sainath Chikane (Freelancer) – End-to-end design & development
* GitHub – Version control and code hosting
* Microsoft (Power BI) – Visualization platform
* MySQL – Database system
* Sai-Krupa Internal Teams – Domain input and UAT testing
* Potential (Future) – Weather/market data API providers

# 2. Key Activities

* Data ingestion from CSV/Excel
* ETL pipeline design (Python)
* Database architecture and integration (MySQL)
* Dashboard development in Power BI
* SQL-based KPI modeling and reporting
* Role-based access and data governance
* Documentation and stakeholder training

# 3. Key Resources

* Production data (3 years, state/district level)
* Corn pricing and market trends
* Domain expertise from Sai-Krupa team
* Tools: Python, Power BI, MySQL, GitHub
* Sainath’s analytics, engineering, and BI skillset

# 4. Value Propositions

* Unified platform to track corn production, cost, ROI
* Region-wise insights for expansion and manpower control
* Automated dashboards reducing Excel/manual dependency
* Data-backed decisions for state-wise planning
* Budget-friendly delivery (₹1.2 Lakhs)
* Foundation for scaling to ML, API, IoT

# 5. Customer Relationships

* Personalized dashboard and user training
* Post-deployment documentation and support
* Role-based interface (Admin, Analyst, Viewer)
* Future upgrade path aligned with business growth

# 6. Channels

* Power BI dashboards (internal access)
* Export to Excel/PDF for reporting
* Email for scheduled reports
* Manual upload interface (CSV/Excel in Phase 1)

# 7. Customer Segments

* Primary: Sai-Krupa Strategy, Operations, and Finance Teams
* Secondary (Future): Other agri-businesses, FPOs, mandi operators, data-savvy farmers
* Potential SaaS Offering: Agriculture analytics-as-a-service

# 8. Cost Structure

* Requirement Gathering & Docs: ₹10,000
* ETL Development & Data Engineering: ₹25,000
* Dashboard Development (Power BI): ₹40,000
* Testing & QA: ₹10,000
* Training & Documentation: ₹15,000
* Final Deployment & Support: ₹20,000
* Total: ₹1,20,000

# 9. Revenue Streams

* One-time implementation fee: ₹1.2 Lakhs (Freelancer to Client)
* Future: Licensing or SaaS Model if commercialized
* Optional: AMC / Support Plan
* Optional: Data insights consulting for other agri clients