

<div>PROBLEM</div> <div>Vulnerability to Pests and Diseases.</div> <div>Lack of Accurate Information for Farming Decisions.</div> <div>Lack of Market Access and Fair Pricing.</div>	<div>SOLUTION</div> <div><div>AI-Powered Pest &amp; Disease Detection: An image-based AI instantly identifies crop diseases from photos and suggests remedies.</div><div>Weather Prediction: Delivers weather forecasts to help farmers anticipate rain and other weather conditions.</div><div>Real-time Market Price Aggregation: A market price scraper offers real-time mandi prices, enabling farmers to compare rates for optimal selling.</div></div>	<div>UNIQUE VALUE PROPOSITION</div> <div>KrishiMitra is a personal AI assistant for farmers that enables instant pest diagnosis, delivers real-time market prices, and supports bilingual language for easy accessibility. It empowers farmers with data and technology to increase yield and income. Crop planning capabilities are currently under development and will be available soon.</div>	<div>UNFAIR ADVANTAGE</div> <div><div>Proprietary AI &amp; Data: Specialized CNN model trained on regional crop/pest datasets.</div><div>Hyper-Local Integration: Deep integration with bilingual language (Bhashini) and regional mandi price scraping.</div></div>	<div>CUSTOMER SEGMENTS</div> <div>Small and medium-scale farmers. These farmers are located in specific regions and need support in their local language.</div>
<div>EXISTING ALTERNATIVES</div> <div><div>Pest &amp; Disease: Diagnosis is based on visual inspection and advice from local shopkeepers, leading to late and often incorrect treatment.</div><div>Farming Decisions: Farmers rely on traditional knowledge, advice from elders, or infrequent government extension services.</div><div>Market Pricing: They physically visit markets, use middlemen, or manually call for prices, which is inefficient.</div></div>	<div>KEY METRICS</div> <div><div>User Engagement: DAU/MAU and agent interaction rates.</div><div>Retention &amp; Growth: Track user retention and new sign-ups.</div><div>Financial Health: Analyze cost per user for scalability.</div><div>Effectiveness: Monitor user journey completion rates.</div></div>		<div>HIGH-LEVEL CONCEPT</div> <div>KrishiMitra is a "Google for Farmers," providing instant, localized answers to all their agricultural questions in bilingual language.</div>	<div>CHANNELS</div> <div>App Stores</div> <div>Partnerships</div> <div>Field Agents</div> <div>Digital Marketing</div>
<div>COST STRUCTURE</div> <div><div>Fixed Costs: Salaries, API subscriptions, and infrastructure hosting.</div><div>Variable Costs: Per-query fees for AI models, API usage, and data storage costs that scale with user base.</div></div>			<div>REVENUE STREAMS</div> <div><div>Freemium Model: Free basic version, paid premium for full features.</div><div>Subscription: Monthly or annual fee for premium access.</div></div>	

