

# Final Report



# helpal

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**Team name:** Helpal

**Coaches:** Ákos R. Wetters, Guri Gert & Fani Egresits

**Challenge Owner:** Kathelijne Beenen (NSO Challenge)

## **Acknowledgement**

Team Helpal would like to thank EuroTech University Alliance for giving us this opportunity to take course from TU of Eindhoven. The course ISP innovation and entrepreneurship processes is a very interesting course which will definitely help us grow in our entrepreneurial journey. We would further like to thank our coaches, challenge owner and everyone who helped us throughout the journey.

## **Motivation**

We started with an idea to help people in Afghanistan to overcome the humanitarian crisis. While doing research on this topic we realized Afghanistan has a whole different kind of issue considering an unstable government so we decided to concentrate in the region where we could get people to interview as well as get access to data. So, we decided on the Country India where farming is the major occupation and that's the region where people want to invest money in digital agriculture.

## **Introduction (problem to prototype)**

In order to understand the problems faced by farmers we conducted interviews with farmers, people having startup in this sector, government officials, academic experts and many more involved in this sector. Our initial idea was to create a venture where we would be guiding the farmers understand how to do efficient farming but after doing interviews with experts in the domain of digital agriculture, people having similar startups and governmental organization we found out that it's not a novel solution and there was no point reinventing the wheel so we asked these entities what were the issues you are facing in India with the farmers for executing such as system and then we understood that the farmers were having difficulties using the application itself. So, we decided to go in the direction of creating an educational training app that would help farmer understand how to use the application as well as guide them in their journey with various functionalities.

You can check out our prototype [here](#).

## **How can we continue the project?**

Our first step would be to get some people onboard who have expertise in the domain of business and market as we are currently two technical people and do not have expertise in these topics so it would be beneficial for our startup if we hire people to take care of other topics. Then have a strategic advisor who could give us more inputs about how to enter the market with our prototype and get investors to invest in our startup. From the TU/e we would like to get support for using the incubation space so that we can have a presence and could invite people to check our prototype as well as hired employees. We would also like to use the maker space and other facilities available for startups.

## **How can we move from Prototype to Pilot?**

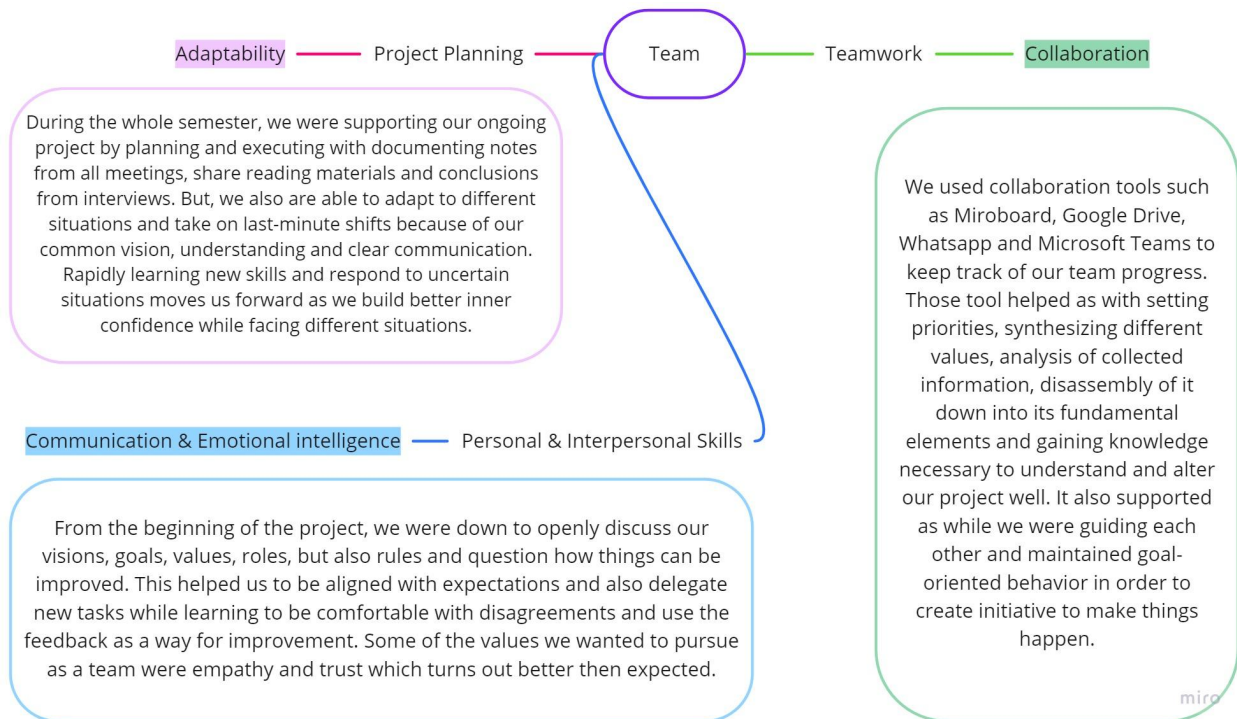
Recent work done by the Helpal team has defined the main focus of our project and stakeholders with which it is necessary to cooperate in order to establish the start up and move from incubation phase to the

pilot phase. We expect that in the first months (approximately 2 years) of our existence, part of the aim of this project will be to develop an application that is compatible with android phones, then test it, prepare it for marketing and get ready to launch our innovative idea in order to bring a market viable product. In our research and during the planning process, we examined “Go to Market Strategy” and generated fresh insight into Product-Market Fit, Market Analysis, Value Proposition, Budget Model and Marketing Strategy.

In the Product-Market Fit phase, we brainstormed about the problems and solutions we could offer and continued with analysis of competitors. During the Market Analysis we were learning to understand the potential customers, what their targets and needs are, in order to be able to define capabilities of our company and find out who could be our collaborators and partners. After we moved to the Value Proposition phase, we addressed current market trends that may affect the launch of our product and establish benefits, why should customers buy application from us. At the end, Marketing Plan supports the product launch by branding and PR strategy.

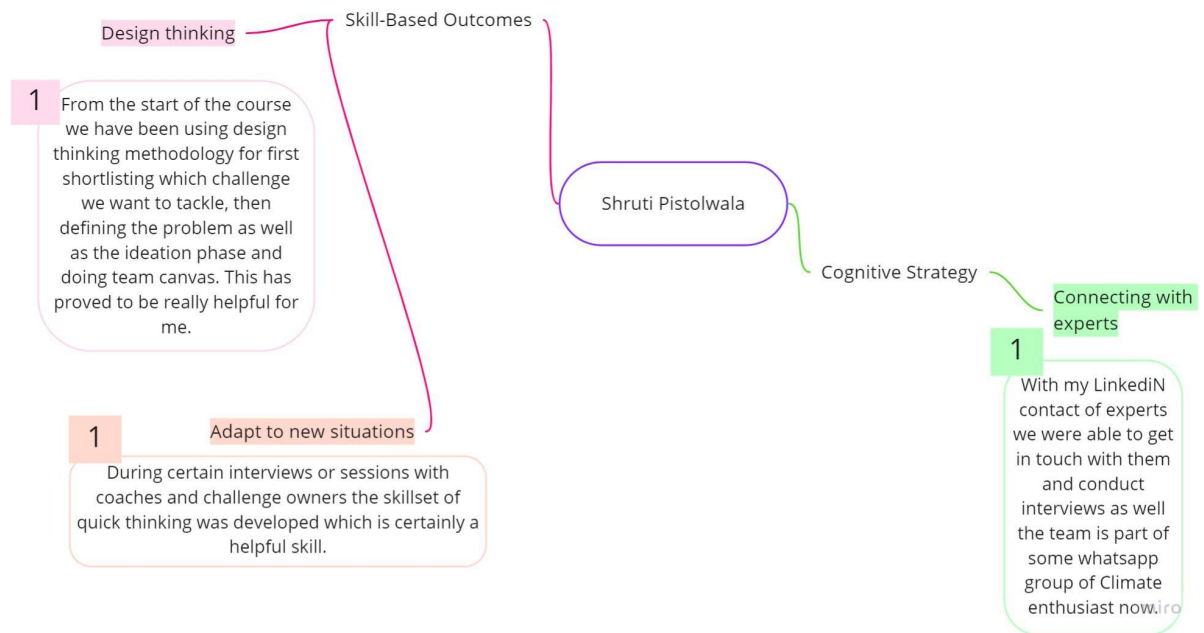
In order to start with actual sellings of our application and reduce information barriers by providing personalized advice to farmers, we chose a region of 4 villages at the beginning. Region around Nandurbar has the farmers who are mostly focused on the similar crops, which are firstly onions and secondly bananas. In this area, more than 83 000 people were affected by huge rainfalls and lost crops just in one month during the year 2021. So it means that in the first roll out we will sell our app to the government for those 83 000 people. In order to continue and move to other regions and villages, we can use the E-Sahamathi initiative of Karnataka which enables the sharing of agriculture and horticulture data from its database of more than 7 million farmers with start-ups. Our decision will be mostly made on this database of 7 million farmers and we choose regions with similar crops and geological environment.

## Team Reflection



## Learning Outcomes

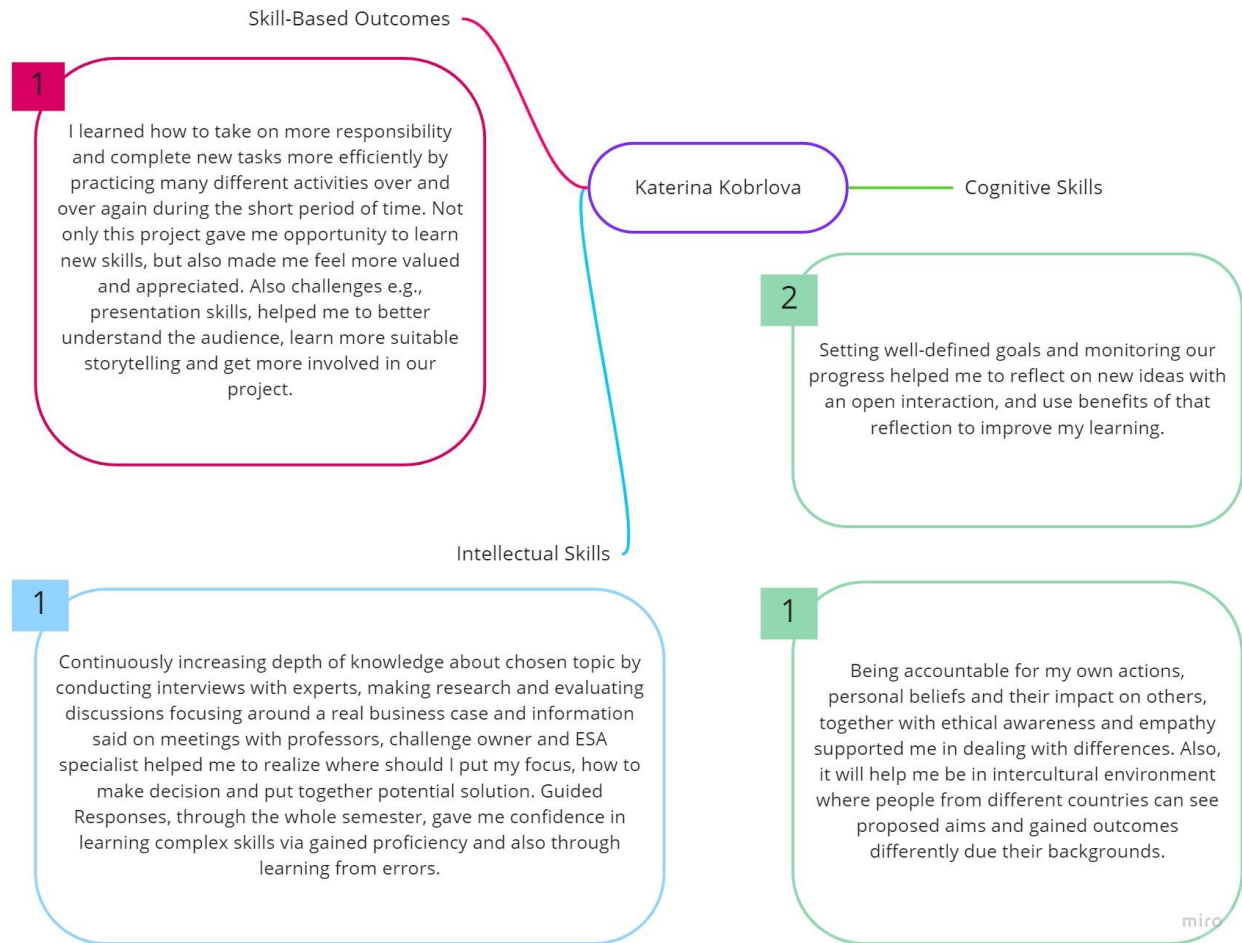
**Shruti Pistolwala:**



Grades given by Katerina:

1 - the best grade, 3 - the worst

## Katerina:



## Grades given by Shruti:

1 - the best grade, 3 - the worst