



Group A

Problem:
Farmers get
reduced over by
middlemen because
of lack of info on
market-set prices

Solve:
- "Mungo"
- word of mouth

have basic
"dumb"
phones

part of
cooperative,
have access to
Internet.

Key word SMS:
- to seek answers to
- climate issues
- pricing questions
- weather

Sms platform:
- imbedded into
website

**Small-holder
cocoa
farmers
in Ecuador**

Middlemen
- used to understand
moods of farmers
and requirements
of farmers to find
certain things

As prices

But! buyers
- contribute to
data
- understand mood
price / selling
price

**Thing w/
"Cacao"
or blank
text**
- provide to user location

**On blank text
of all info
(template)**
- input/text
- only changed
places as
columns update

**Text entered
(locked by NGO)**
- no incentive to input
information back
into the system

Group B

As a cocoa farmer I
want to have access to
real-time climate data
to know when to plant
and when to sell

As a cocoa farmer I
want to sell my
cocoa at the best price
in order to maximize
profits

As a cocoa farmer I
want to have access to
real price data in order
to know at what price I
can sell.

As a middleman I
want to get the most
cocoa for the lowest
price in order to
maximize profits