

Case Study - Growth road for Utpan, an Agri Fintech solution focused in Indian market

This business case study focuses on **Utpan** - a mobile platform-based startup that aims to revolutionize the agriculture sector in India. The startup aims to develop a mobile application that connects buyers and seller farmers, provides market trends and information, facilitates digital transactions, and ensures access to good quality products across India. This case study explores the market statistics, user profiles, revenue options, ease of digital adoption, benefits of digital transactions, channel partners, distribution options, target audience, marketing communication, and existing competition.

The co-founders of **Utpan** have a vision to enhance the earning potential of producers and buyers in agriculture & allied sectors by building trusted market linkages and reliable market information.

There is an influx of agri-tech solutions in the agriculture space bringing information, crop advisory, marketplace and related agri functions.

Utpan has gathered substantial traction with over 40,000+ userbase & being the leading ecosystem partners across producers and buyer pan India. Some key tractions of the growing platform:

- Onboarded by NEDFI as Business Facilitator to enable access to right financing to producers through Utpan platform
- MoU with SBI to support the financing needs of farmers
- Procurement contracts with two leading public listed companies in agri space
- Under Top 25 innovative platforms by NASSCOM in year 2022-23

The CEO of the startup knows that the new players are gaining momentum and have established for themselves a prominent position in the minds of end users and are also gaining funding traction for faster scaleup. To understand how the company can increase its market share and gain its dominance, your team is invited, the **expert Product Management Consultants** in the country, to provide recommendations.

You are expected to analyse Utpan's situation, and present your report to the **co-founders** planning the faster scale up of the platform and increased adoption rate. Your analysis should uncover (but is **not** restricted to) the below aspects:

1. Study the competitive landscape and identify the gaps (problems and opportunities with the existing product) and propose recommendations.
(Note: Do not propose high level Corporate Strategy / only Marketing solutions!)
2. Would you add any new features to the existing app? If yes, what are the features & what is the new value proposition that you have envisioned?
(You are free to explore the features of Utpan, their evolution, and gather intel from other publicly available sources, with proper citations of course!)
3. Clearly call out how would you differentiate yourself from your competition.
4. Prioritise the features that need to be catered to at the initial stages to improve market-share/positioning. Share your MVP.
5. What would be the metrics and key drivers of success to look out for?
6. Additional requirements - Add the metrics & drivers to highlight the unit economics at the features / enhancements / functions in the app

Construct a Product Road Map for **Utpan** and include your implementation plan for any features that you would like to bring in. You are encouraged to use the available industry and company specific data to support your recommendations.

(Note: You are free to gather information from the publicly available resources, but please ensure that they are relevant to the given scope. For instance, feel free to explore the financials, but do not recommend **Utpan** lacks money and hence needs to go for the a round of seed funding.)

Evaluation Criteria

Your submission should reflect originality of the viewpoints, clear understanding of the problem statement, clarity of content including the sequence and flow of analysis, use of product management concepts and feasibility of implementation. Support your solutions with market research and industry data as needed.

Relevant Information:

- Utpan App Details :

For Playstore : <https://play.google.com/store/apps/details?id=com.utpan.androidapp>

For iOS : <https://apps.apple.com/in/app/utpan/id64444409347>

- **Agriculture Sector:** The agriculture sector in India faces challenges in terms of market inefficiencies, lack of access to information, limited connectivity between buyers and sellers, and difficulties in conducting digital transactions. This hinders the growth and profitability of farmers and the overall agricultural ecosystem.
India's agriculture sector is a vital component of its economy, employing a significant portion of the population.

- **Key User Groups**

a) Farmers in India: India has a large population of farmers, with approximately 145 million engaged in agricultural activities. They require reliable market information, access to buyers, and seamless transactions to optimize their yields and income.

b) Farmer Producer Organisations (FPOs): FPOs are emerging as important entities to support farmers in marketing their produce collectively. India has over 10,000 registered FPOs that can benefit from improved market access and connectivity.

c) Commodity Trading: Maize is a significant commodity in India, with substantial trade volume. It is consumed in various industries and has a diverse buyer base, making it an ideal target for the mobile platform.