



organigo

taste the organic revolution



Hostel ID-78

PROBLEMS IDENTIFIED AND SOLVED BY US



Middlemen
Incurs higher
cost and lower
profits for the
farmers



Certification
issues for
organic produce



Proper
technology for
organic farming
practices



Procurement of
manure and
compost



Availability of a
platform which
specifically
supplies Organic



Awareness for
organic and
its benefits



Authenticity
of the
certification

Farmers

Where We gathered the issues from ?

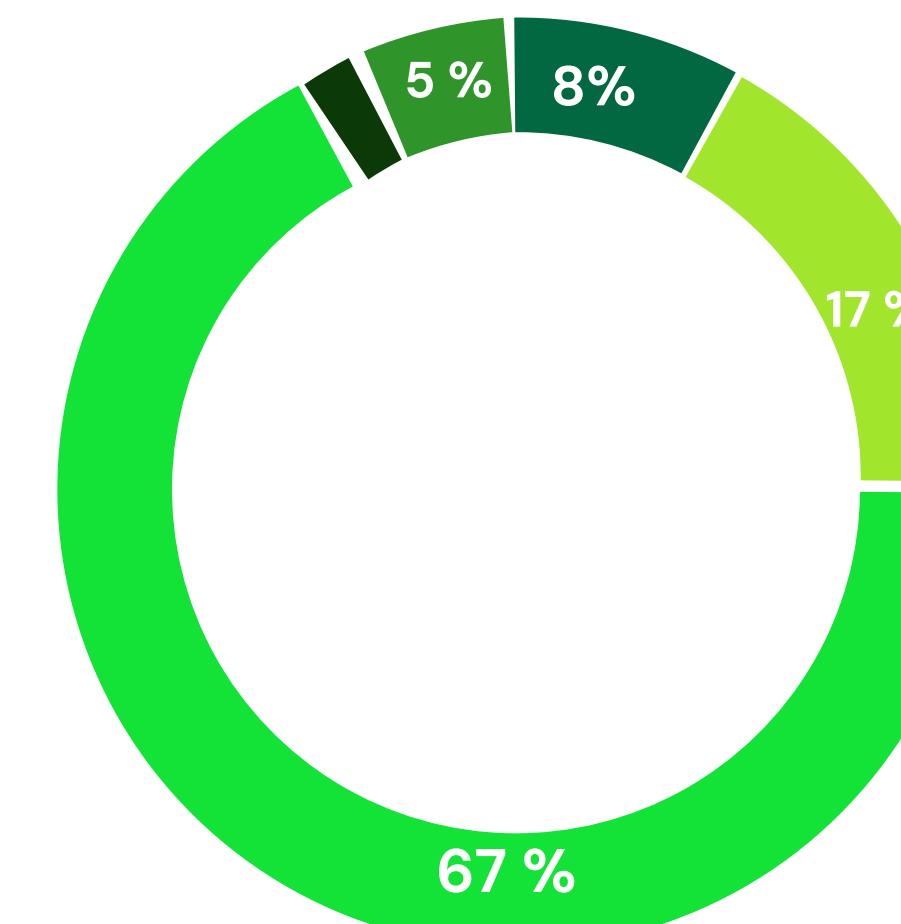
Information gathering had many sources, In our case some of them were:

- Farmers in Sonapur Assam
- 1st east Himalayan Agri-Expo
- IIT-G professors(Agrotech, environmental)
- Farmers in MP, Gujarat and Bihar
- Students in University of agriculture technology Bhopal
- Consumers from around the nation (Callings and form surveys)

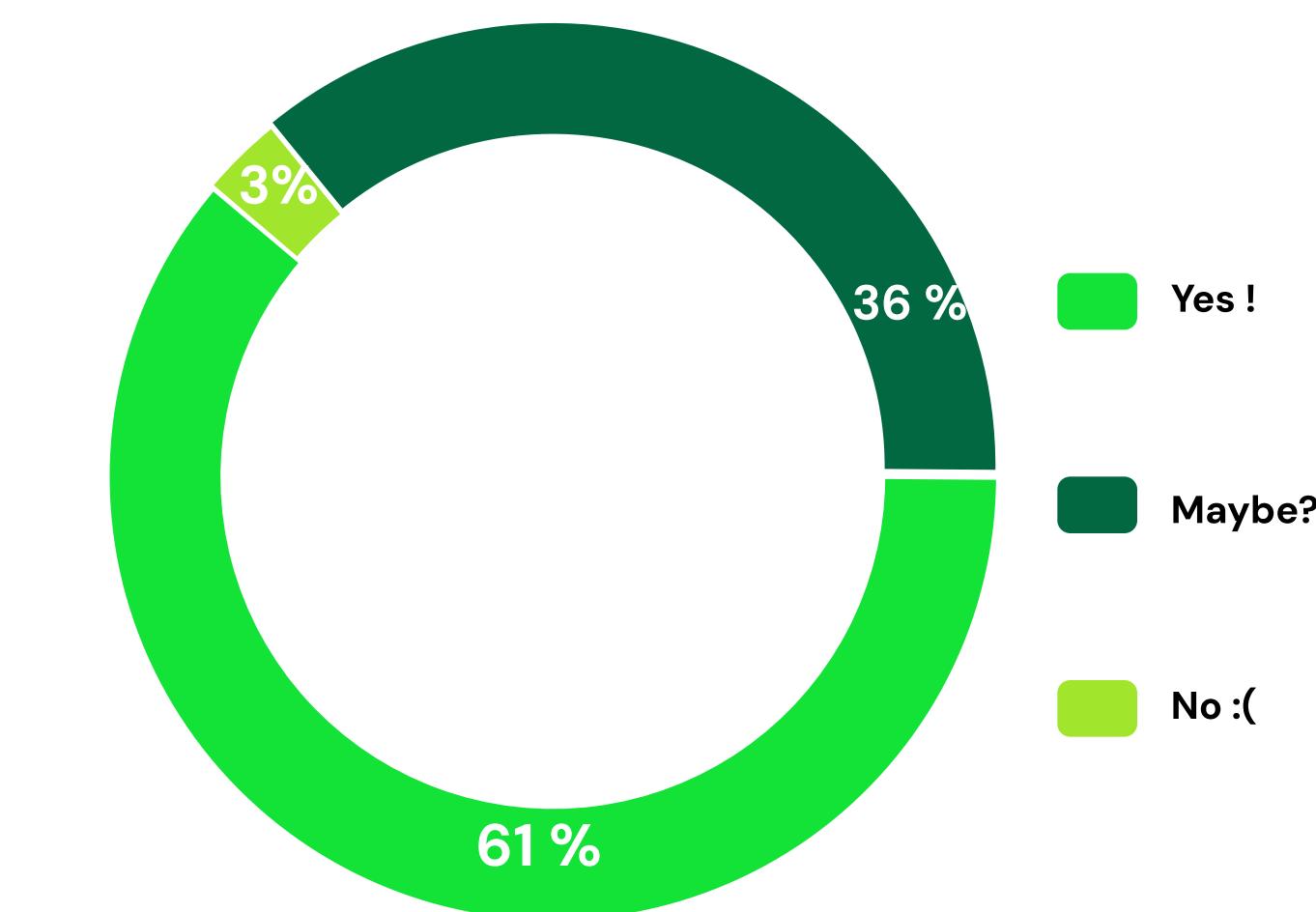
Consumers

Survey Insights

- Availability issues
- Cost
- Already Using organic
- Awareness for organic
- I dont believe in organic



What are the hindrances to
procure organic produce ?



Would you shift to
organic completely ?

CONVERSION OF CONVENTIONAL TO ORGANIC

PROBLEMS FACED BY FARMERS



Major risk in organic farming is pest attack and low yield.

They struggle to find customers and secure fair prices

They face challenges in organic certification and paperwork

SOLUTIONS WE ARE OFFERING



We offer a specialized in-house vermicompost by Prof. Ajay Kalamdhad, proven to reduce pests and boost crop yields.

We will purchase produce at current mandi rate.

We will provide them with organic product certification at a minimal cost.



SWOT ANALYSIS



USER PERSONAS of CONSUMERS



Aparna Sharma

Housewife, 34 Years
BA (History), Guwahati

Goals

- Purchase good quality seasonal vegetable and fruits
- Purchasing within a tight budget.

Frustations

- Delivery charges
- Poor Customer Service
- Sometime vegetable get spoilt during delivery

Needs

- Delivery of fresh item
- Buy at lowest price

Behaviour

- Often visit market to buy grocery
- Bargain vendor to reduce price
- Buy only that item which seems good

USER PERSONAS of FARMERS



Ranju Shah Panda

Agriculture, 38 Years
12th Pass, Guwahati
Owns 1.3 acres land

Goals

- Right price of their produce

Frustations

- Taking the produce to Mandi
- Expensive certification
- Expensive bio-fertilizer

Needs

- Cheap but good quality manure and bio-fertilizer
- Crop brought from field with good price

Behaviour

- Sold produce to middlemen at lower cost
- Use manure and bio-fertilizer without proper soil analysis



Hemanta B. Soren

Retired Professor, 68 Years
BSc (Chemistry), Guwahati

Goals

- Maintain health and boost immunity
- Reduce the risk of health issue

Frustations

- Cheated by local vendor
- Good quality organic food is less available in market
- Delivery takes so much time

Needs

- User friendly interface for old men
- Fast, safe and fresh delivery

Behaviour

- Uses social media to know about organic food
- If he likes item, he orders instantly.
- Buys that fruit which are expensive in the name of organic



Pathikrit Bora

Agriculture, 53 Years
BA (Political Sc), Guwahati
Owns 27 acres land

Goals

- Right price of their produce

Frustations

- Requires so much man power
- Some time no buyer for so much produce
- Less number supplier of such a large amount of manure

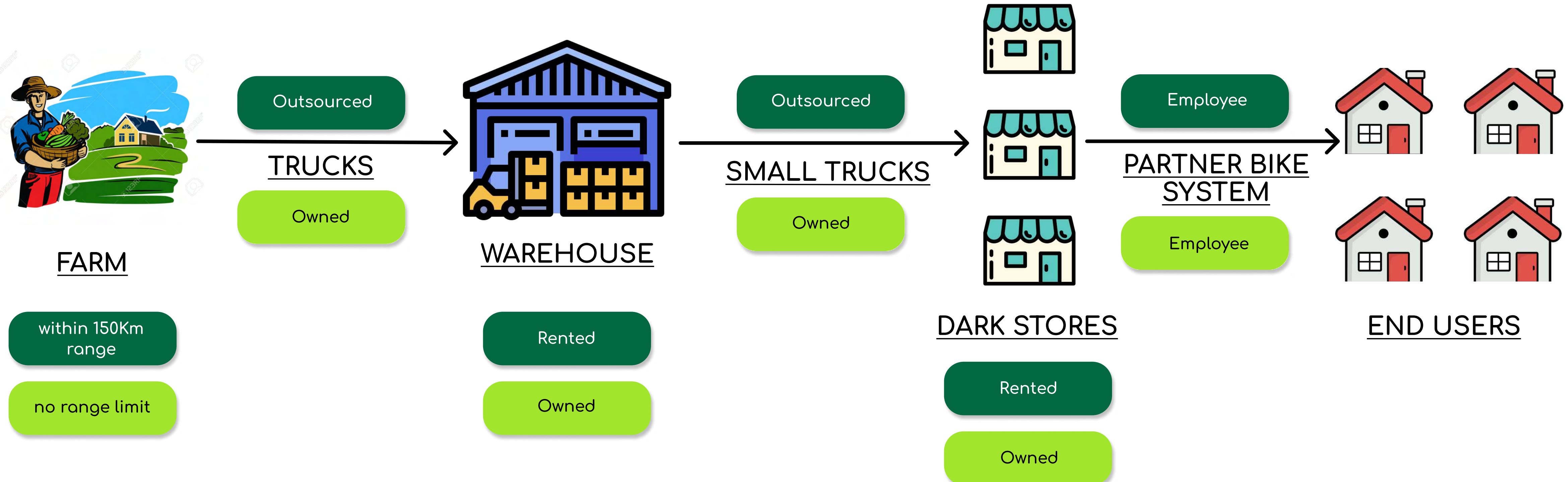
Needs

- Regular buying platform
- Supplier of manure

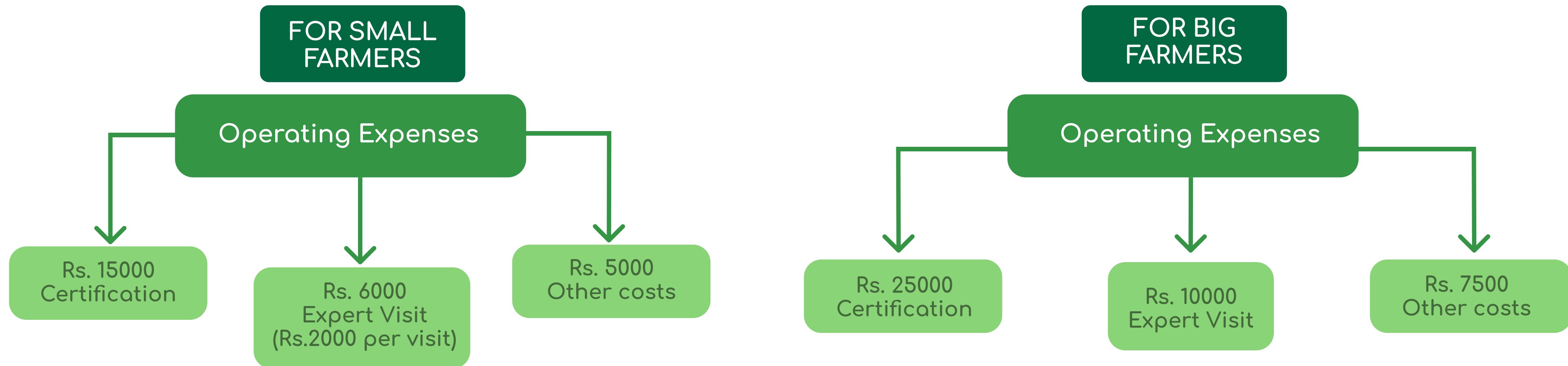
Behaviour

- Fear of product getting spoiled, sell at a cheap price to middlemen

PROPOSED SUPPLY CHAIN



UNIT ECONOMICS OF SUBSCRIPTION MODEL



Cost of Subscription = Rs. 3999/- per month

Cash Burn = Rs. 2000 per crop cycle

6 month model

24k For one
crop cycle

12 month model

45k For one
Year(2 cycles)

Cost of Subscription = Rs. 6999/- per month

Cash Burn = Rs 0 per crop cycle

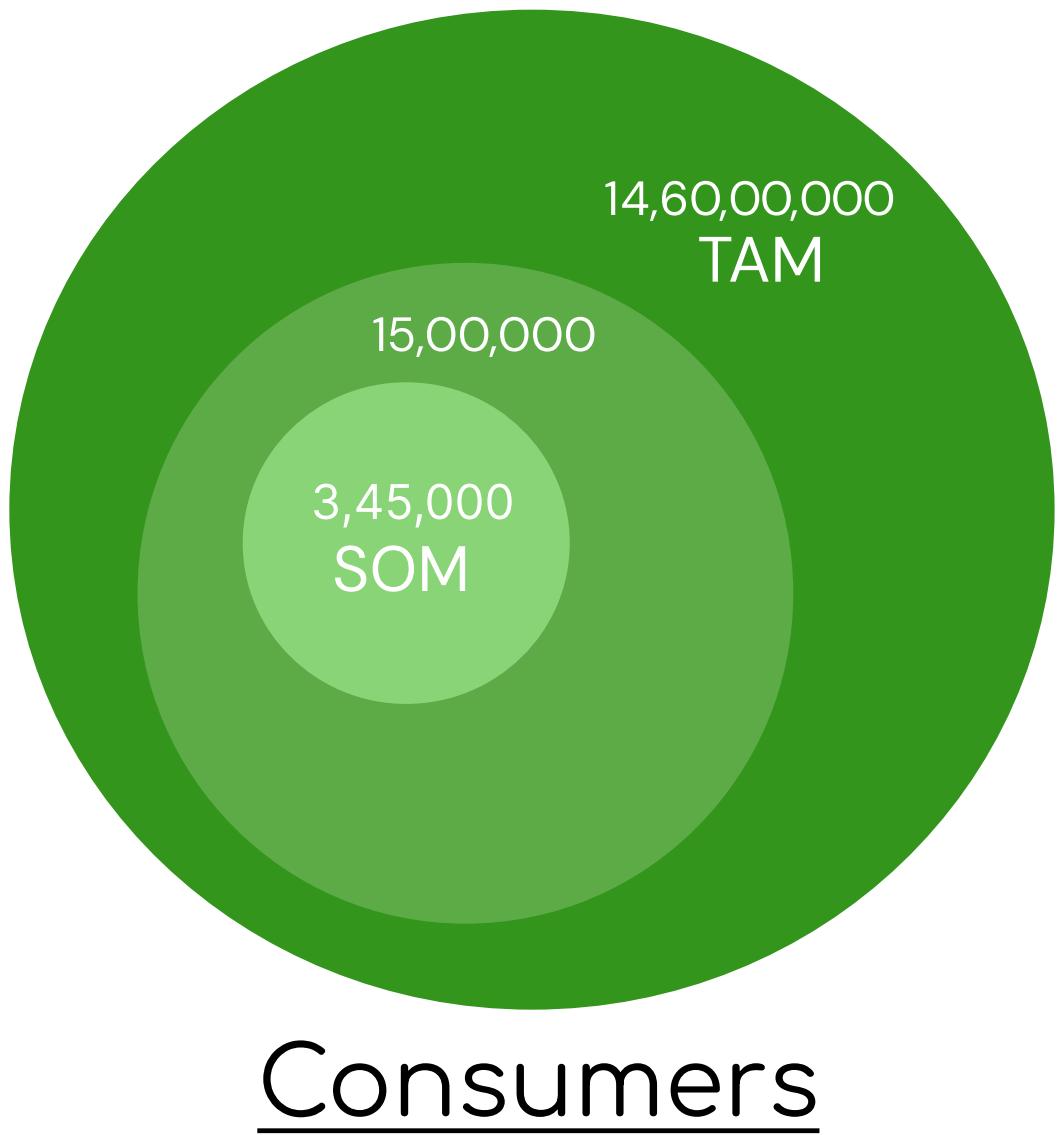
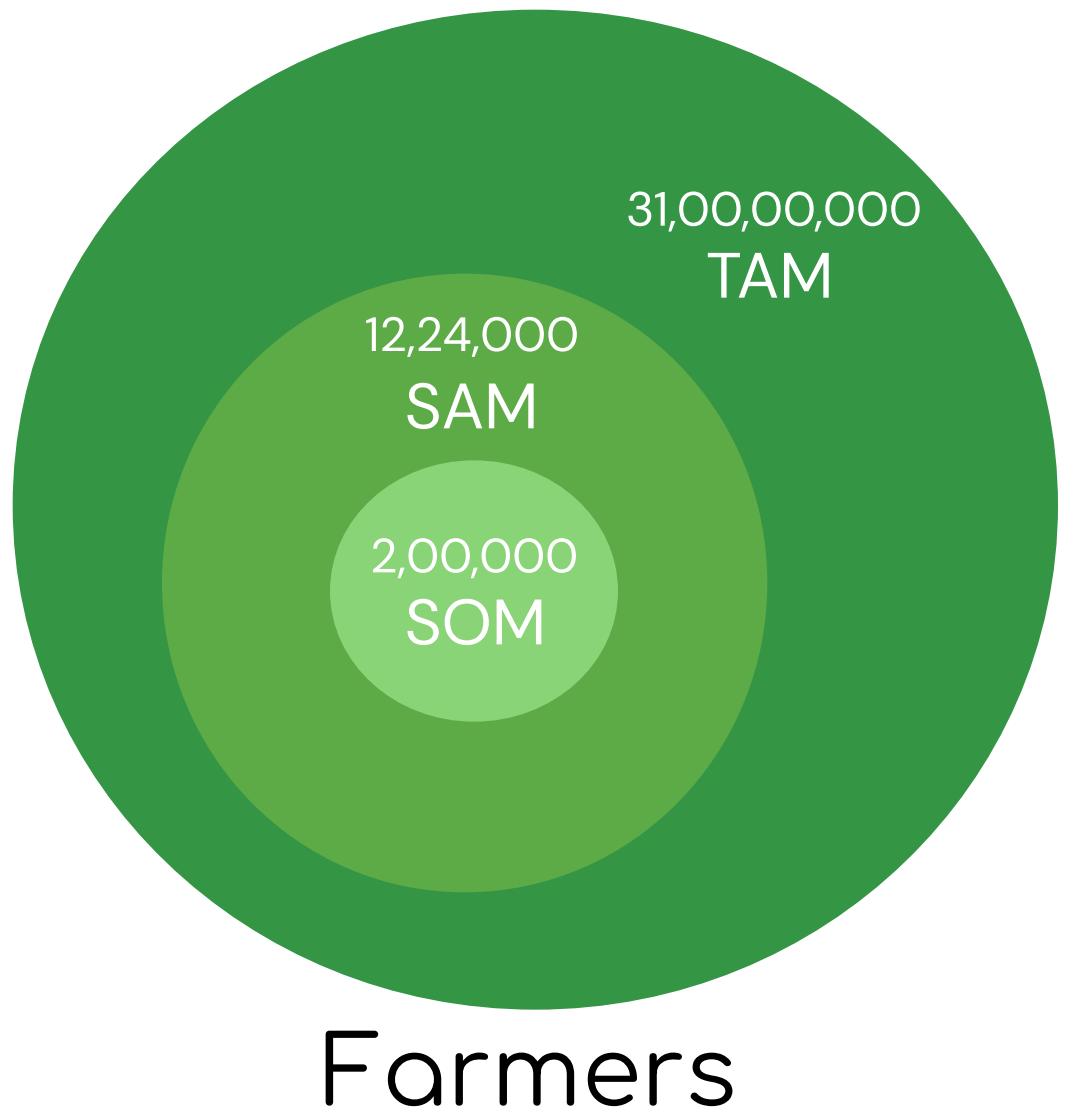
6 month model

42k For one
crop cycle

12 month model

80K For one year (2
cycles)

MARKET ANALYSIS



Financial metrics of OrganiGO

Ebitda projection 2 quarter's (1 crop cycle) of operations :

Rs. 3 Lacs

Net profit for 1st crop cycle (Projected) :

Rs. 1.2 Lacs

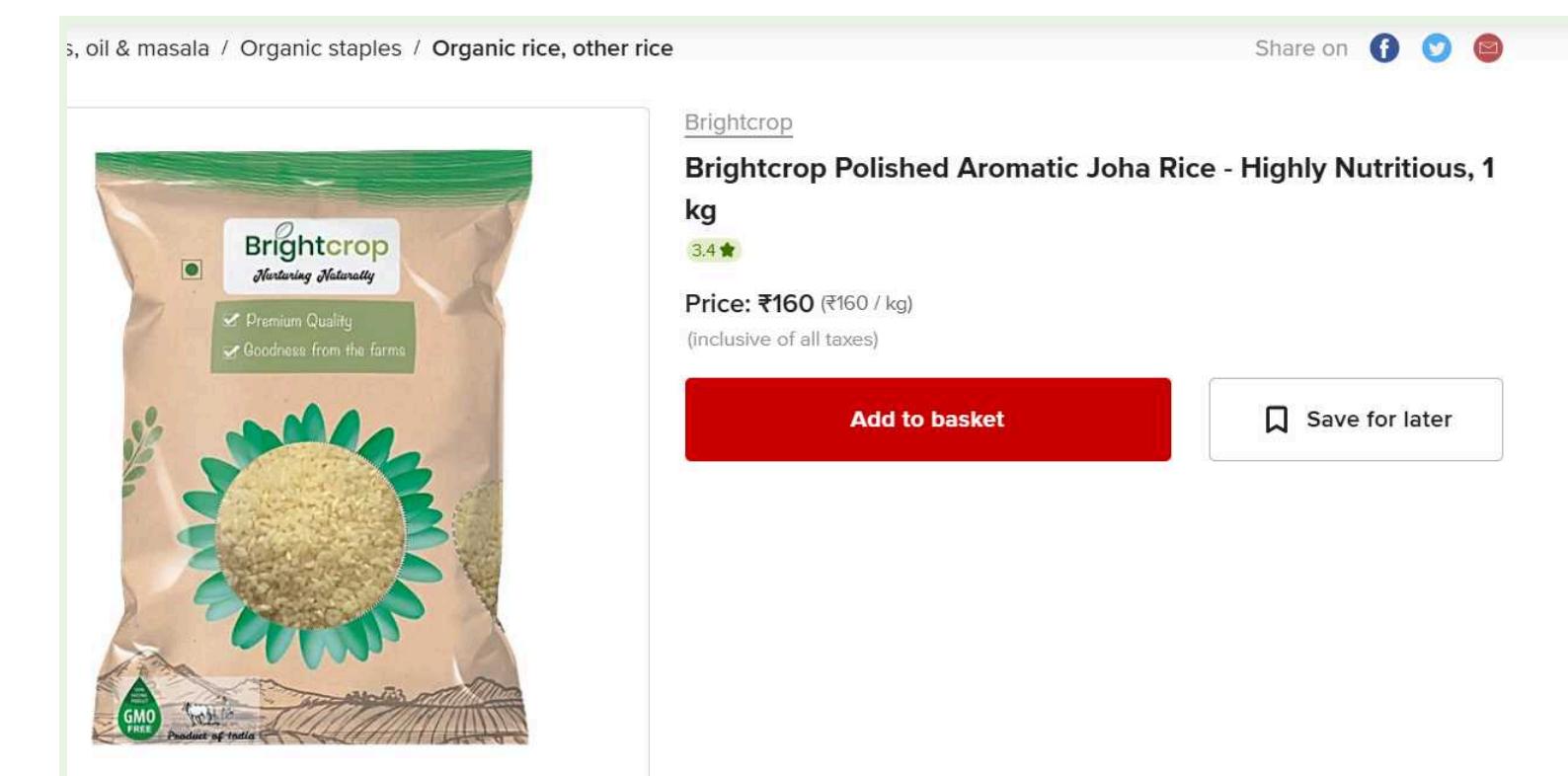
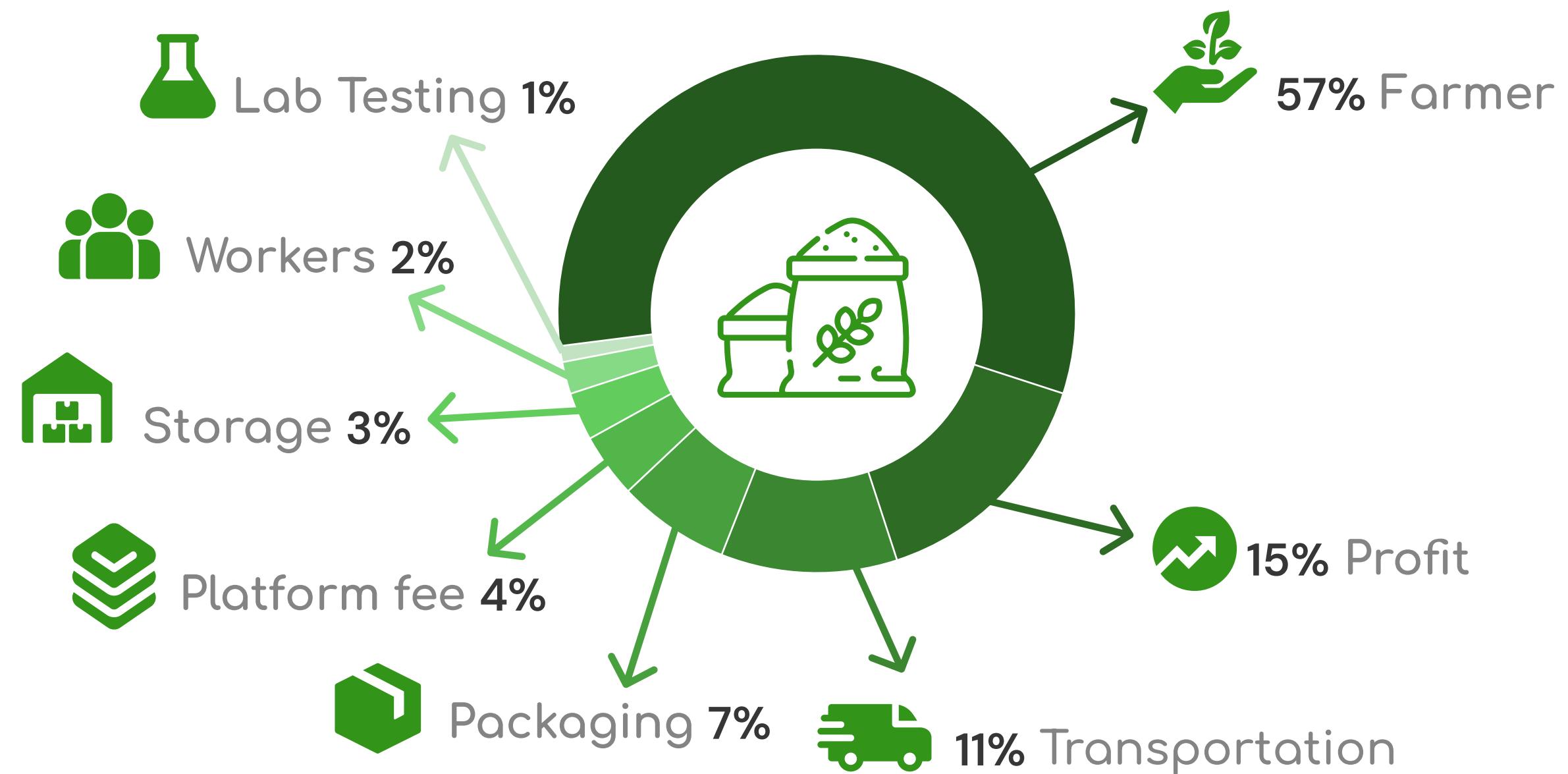
Product metrics of OrganiGO

Initial CAC : **133** Rs.

Promoter NPS : **9** (Organic growth)

Product usage frequency : **3 days**

UNIT ECONOMICS OF PRODUCT



Our Price:
Rs. 139.6

Competitor Price:
Rs. 160

USP's

QUALITY & FRESHNESS GRADING

Standard

- Good quality products verified by warehouse testing
- Ready for immediate consumption
- Priced below market rate
- Suitable for regular usage



Premium

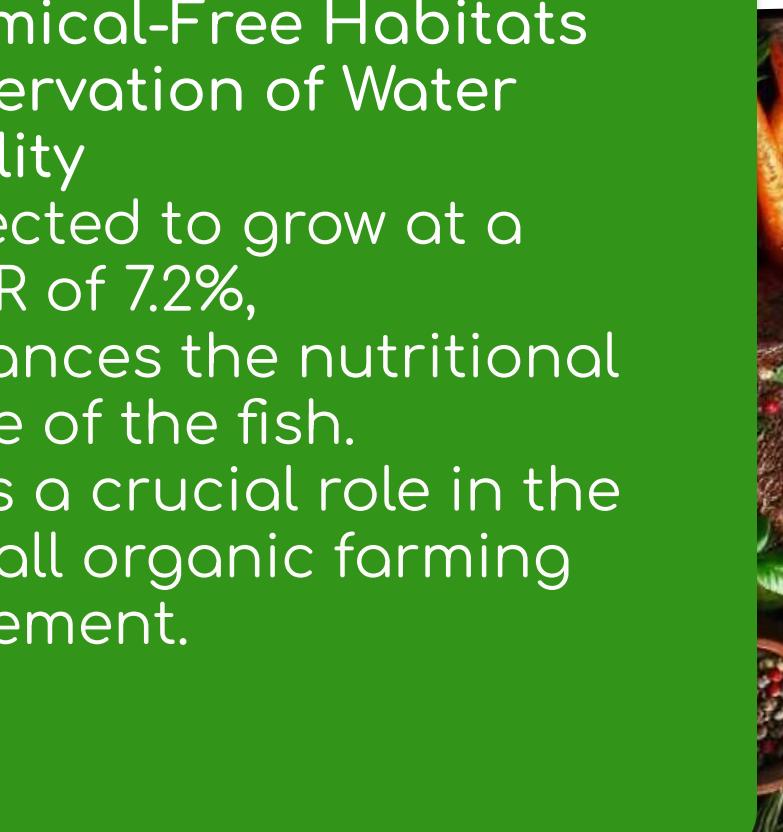
- Best quality products based on warehouse testing
- Costs ₹5/kg more than Standard products
- Premium quality certification



INTEGRATION OF ORGANIC FISH AND POULTRY

Organic Fish Farming

- Chemical-Free Habitats
- Preservation of Water Quality
- Expected to grow at a CAGR of 7.2%,
- Enhances the nutritional value of the fish.
- Plays a crucial role in the overall organic farming movement.



Poultry

- Animal Welfare & Nutrition
- Organic, non-GMO feed is used.
- No Synthetic Additives
- Ensures healthier birds and superior egg quality.
- Organic poultry contains 47% higher omega-3 fatty acids.
- Ethical Treatment



COLLABORATION WITH CORPORATES TCS CASE STUDY

- In 2019, TCS planned to offer organic food to its employees in their offices in Hyderabad and Bengaluru, aiming to promote healthier lifestyles.
- However, the company faced challenges in executing this plan, such as sourcing organic produce and logistical issues.
- Despite the initial intention, these difficulties prevented the successful implementation of the initiative.
- The goal of providing organic food to the employees however remained unfulfilled.

NATURAL MANURE VERMICOMPOST

We propose a collaborative model of providing specialized in-house vermicompost produced by Prof. Ajay Kalamdhad, Dept. of Environmental Engineering , statistically proven to reduce pests and boost crop yields.

- The leftover perishable produce is provided as fodder for pigs in the pig farms.
- In exchange we collect manure from the pig farms.
- This manure is then supplied to the farmers at minimal cost.
- Thus it helps the crop by providing the essential nutrients.

WEATHER & SOIL ANALYSIS



SOURCES OF DATA

Agro Monitoring API

Real-time parameters (temp, humidity, rainfall, wind) for location-specific data.

Historical Data & LSTM

Model training for trend identification and predictive analytics.



PROBLEMS IDENTIFIED

Climate Instability

Unpredictable weather patterns disrupt farming.

Outdated Practices

Traditional methods lack tech integration for data-driven decisions.



RESOURCES UTILIZED

IoT Integration

Partnership with **NiuBoL** for real-time field monitoring via smart IoT devices.

Outdated Practices

Traditional methods lack tech integration for data-driven decisions.



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X NiuBoL

IoT for WEATHER & SOIL ANALYTICS

IoT Driven Precision

- Real-time soil, weather & crop data via **advanced sensors**.
- Automated irrigation for resource efficiency.

Sustainable Outcomes

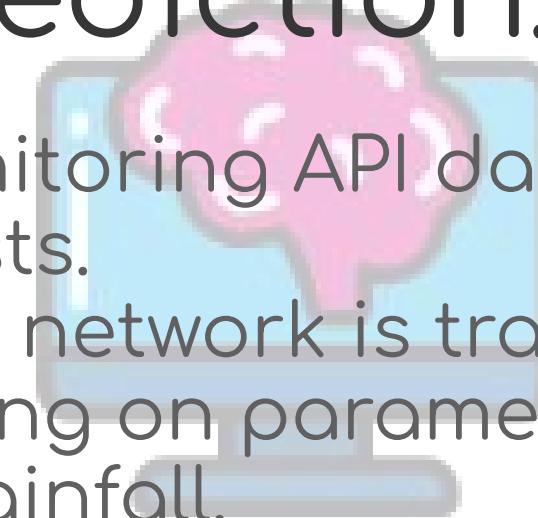
- Optimized water/input use.
- Higher yields with organic compliance.
- Scalable practices for eco-conscious demand.



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METHODOLOGY USED

Weather Prediction:



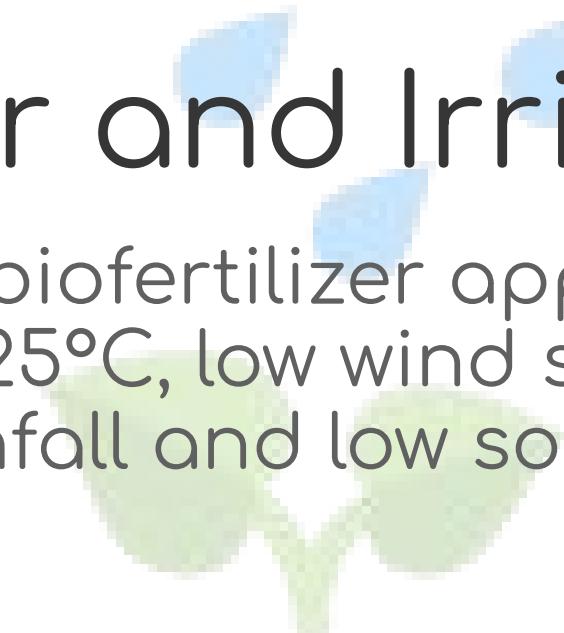
- Using Agro Monitoring API data, Organigo predicts 7-day weather forecasts.
- An LSTM neural network is trained on historical weather patterns, focusing on parameters like temperature, humidity, and rainfall.
- Forecasted results are denormalized and visualized for comparison with actual data.

Sowing and Harvesting Suitability:



- Crop-specific requirements (e.g., temperature, humidity, rainfall) are compared against 7-day forecast data.
- Suitability is analyzed and displayed for each crop.

Biofertilizer and Irrigation Needs:



- Conditions for biofertilizer application (high humidity, temperature $> 25^{\circ}\text{C}$, low wind speed) are evaluated.
- Insufficient rainfall and low soil moisture trigger irrigation alerts.

PARAMETER	ROLE
Temperature	Essential for predicting crop growth stages and weather trends
Humidity	Ensures a conductive environment for sowing and harvesting, preventing plant stress
Rainfall	Determines sufficient water availability for sowing and harvesting periods
Soil Moisture	Measures the water content in the soil, crucial for assessing irrigation requirements

Minor Solutions



Collab with Government

Government collaboration to reduce middlemen and increase organic farming. Leverage government programs like PKVY, MOVCDNER, NPOF, RKVY.



Walk-In dark stores

50% of a darkstore unit is used as a walk in store to connect with the locals in person



Learning module on Platform

Learning interface for farmer
Making union of organic farmer to raise awareness



Pig Manure Exchange

Supply leftover perishable items to pig farms in exchange for pig manure, more nutrient and nitrogen rich than cattle manure



Inventory System

Supply chain management with SKUs and batch coding for inventory tracking
ARIBA Model and Mongo DB to control demand-supply and forecasting



Smart Packaging

Innovative porous packaging to slow down ripening and to protect produce
Farmer Story and certification stickers



Consumer Subscription

Subscription to pre-order a list of items every week.
A feature to deliver items added to cart at a scheduled time next day morning



Quality Checking

To cater to the problem of authenticity of certification for consumers, the produce would undergo 14 parameter checking at the warehouses before going to the dark stores

BUSINESS MODEL CANVAS

Key Partners

- Farming and Agriculture: Farmers adopting organic farming.
- Technology and IoT: IoT device suppliers for weather and soil monitoring.
- Certification: Certification agencies for professional-grade certifications.
- Logistics and Distribution: Dedicated delivery partners, cold storage, and logistics providers.

Key Resources

- Technology: IoT devices for weather and soil analysis.
- Human Resources: Skilled labor for product handling and quality checks.
- Digital Infrastructure: Subscription platform and app for customers and farmers.
- Logistics: Cold storage and transport infrastructure.
- Agriculture: Organic seed and manure supply chain.

Value Proposition

- High-quality, certified organic produce.
- Elimination of middlemen for fair pricing.
- Access to weather insights and crop analysis.
- Premium pricing and increased margins for farmers.
- Efficient delivery and subscription models for consumers.

Customer Relationships

- Expected Relationships: Building trust through personalized services and consistent engagement.
- Dedicated weather insights and crop analysis for farmers.
- Expert consultancy and training for farmers.
- Reliable and timely delivery for consumers.
- Established Relationships: Subscription model for recurring revenue.
- Personalized weather and crop insights.
- Cost of Relationships: Moderate to high, as it involves technology maintenance, human resource engagement, and customer support.

Key Activities

- Farmer Support: Farmer training on organic practices and IoT device usage.
- Technology Integration: Weather and soil analysis using IoT devices.
- Operations Management: Subscription-based service management, product collection, sorting, and quality assurance.
- Logistics: Cold storage and temperature-controlled logistics.

Channels

- Digital Platforms: Mobile app for subscription services and real-time data.
- Marketing: Social media and online marketing to promote organic produce.
- Events: Farmer workshops and Krishi Mela events.
- Delivery: Hybrid delivery model with owned fleet and freelancers.

Customer Segments

- Consumers: All the rich and health-conscious people across India.
- Farmers: Organic farmers and those transitioning to organic farming practices.

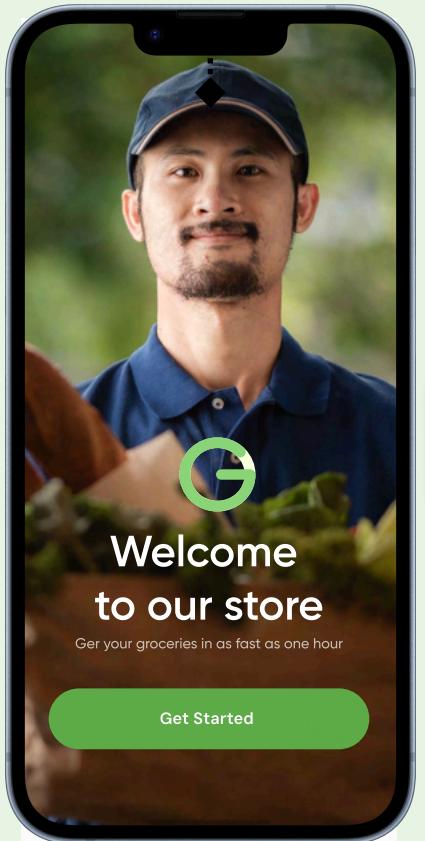
Cost Structure

1. Domains:
 - a. Training and Development: Farmer training programs and app development.
 - b. Logistics: Cold storage and logistics operations.
 - c. Compliance: Certification and compliance expenses.
2. Most Expensive Costs:
 - a. Cold storage and transportation infrastructure.
3. Farmer training and development programs

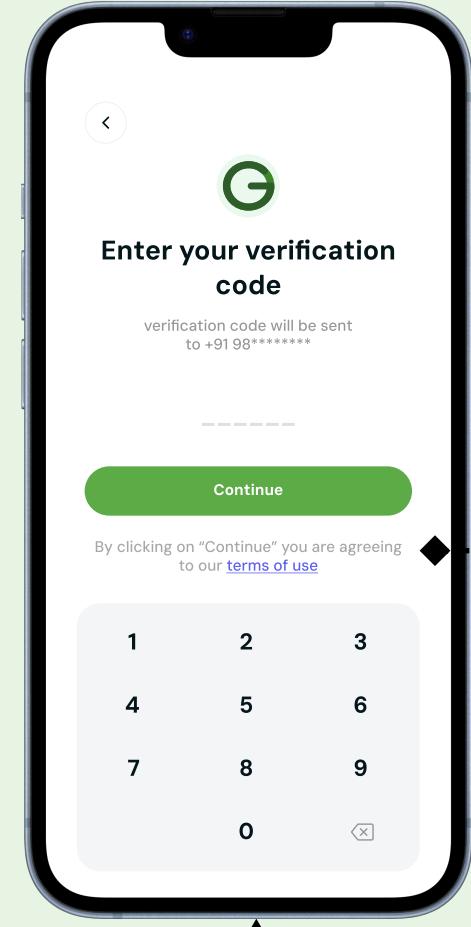
Revenue Streams

1. Domains:
 - a. Subscription Revenue: Subscription fees from consumers and farmers.
 - b. Product Sales: Sale of organic seeds, fertilizers, and bio-manure.
 - c. Premium Pricing: Premium pricing on organic produce sold directly to consumers.
 - d. Partnerships: Potential asset acquisitions and long-term partnerships.
2. Revenue Contribution:
 - a. Subscription fees: Largest contributor due to recurring income model.
 - b. Product sales: Significant contributor through bulk and retail organic produce.
 - c. Premium pricing: High-margin, smaller volume revenue.
 - d. Consulting services: Smaller contributor but potential for growth.

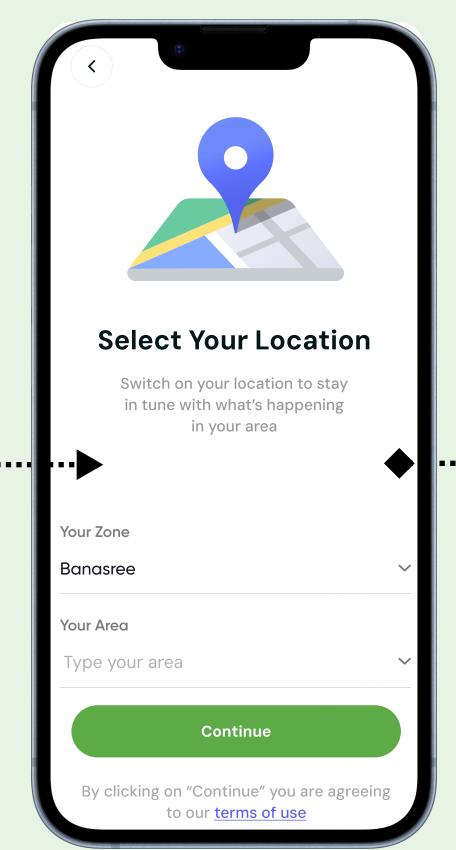
Customer Journey



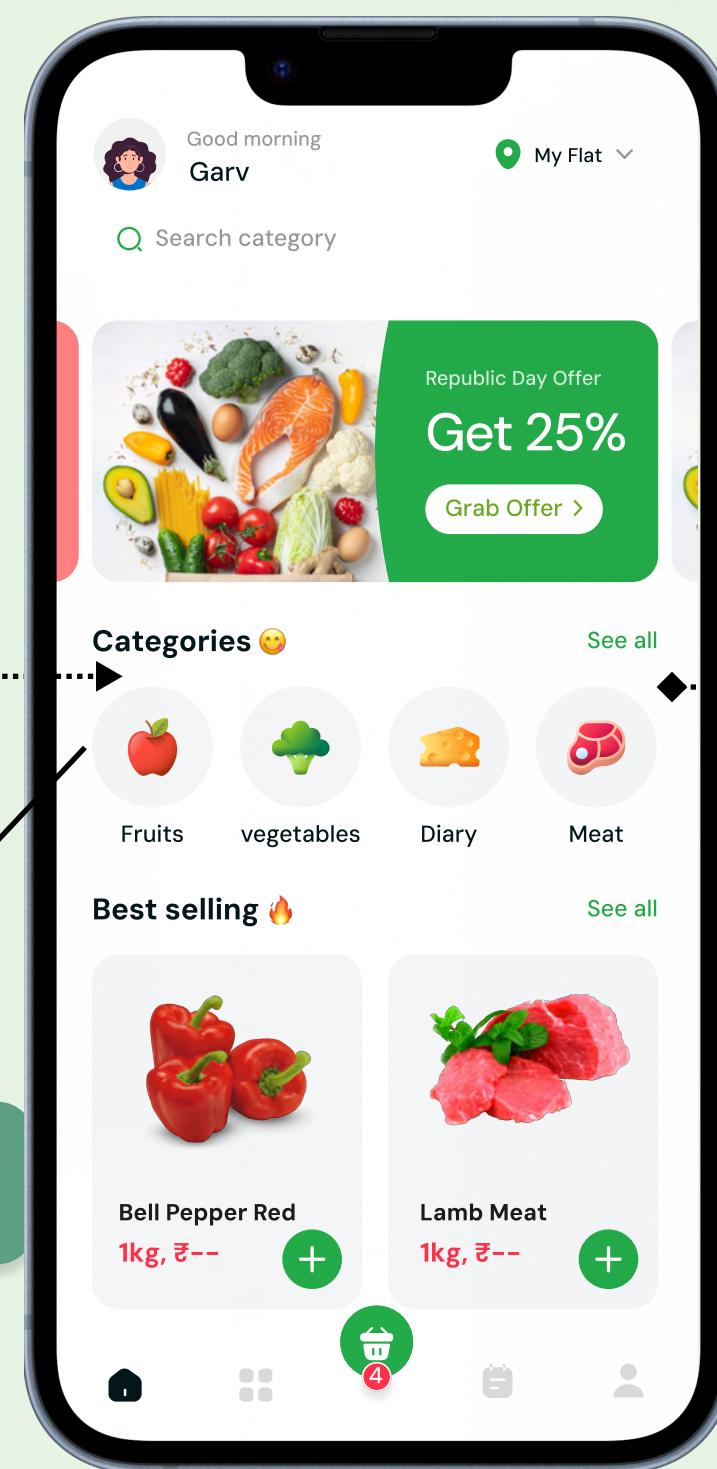
Opens the app



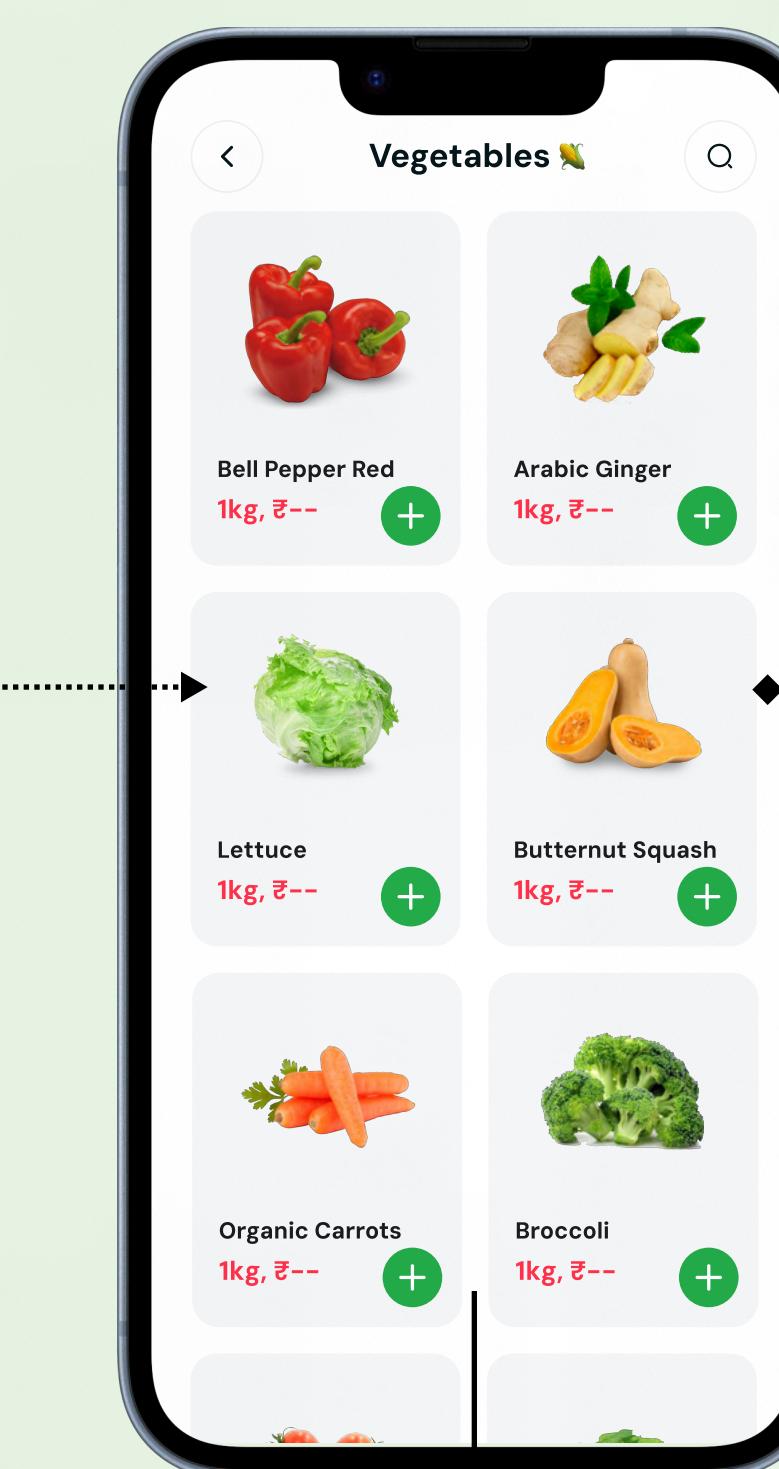
login to the platform



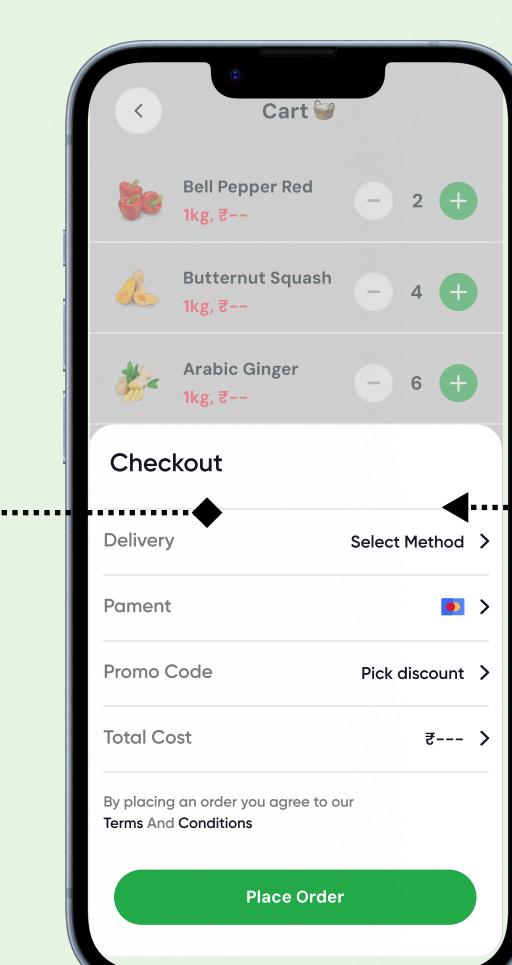
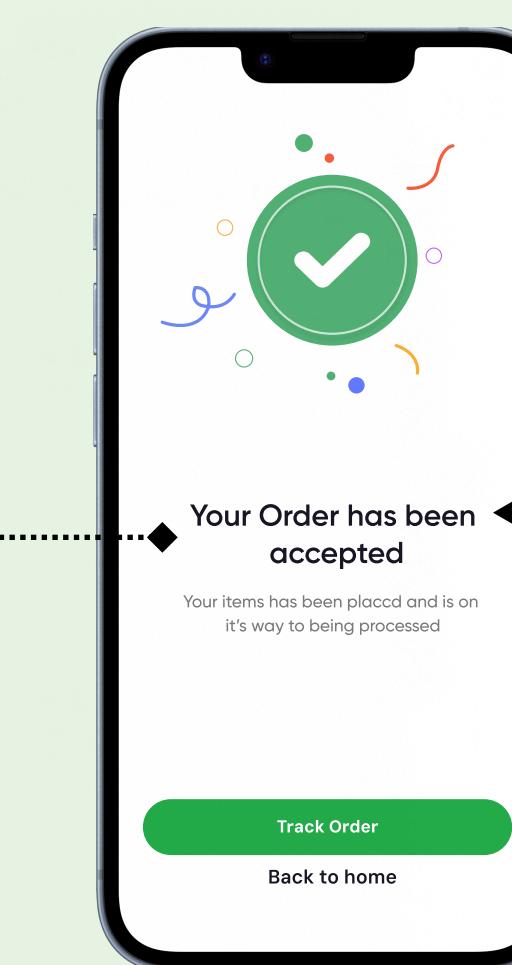
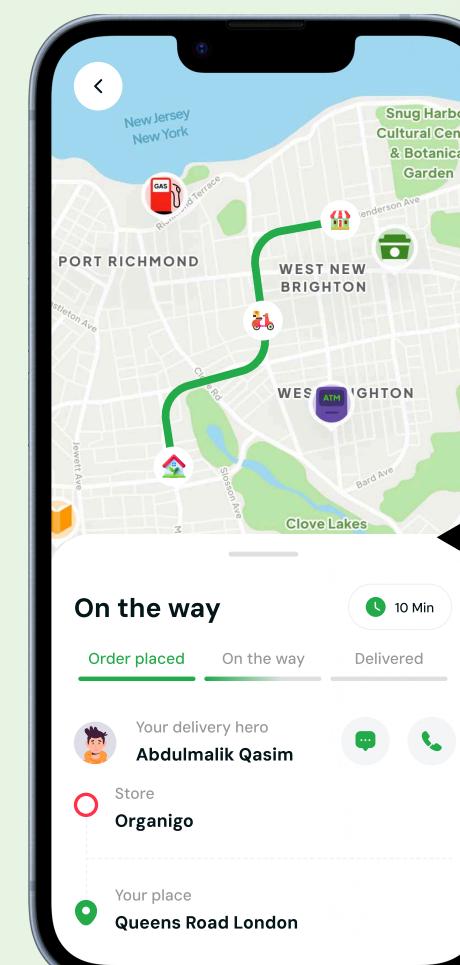
Browses different categories



Browses different varieties available



Chooses between farm fresh and standard



Checkout and places the order



Welcome Page

Simple interface to navigate through all features of the app

Key Features:

- Free weather insights for all users
- Weather analysis to make informed decisions

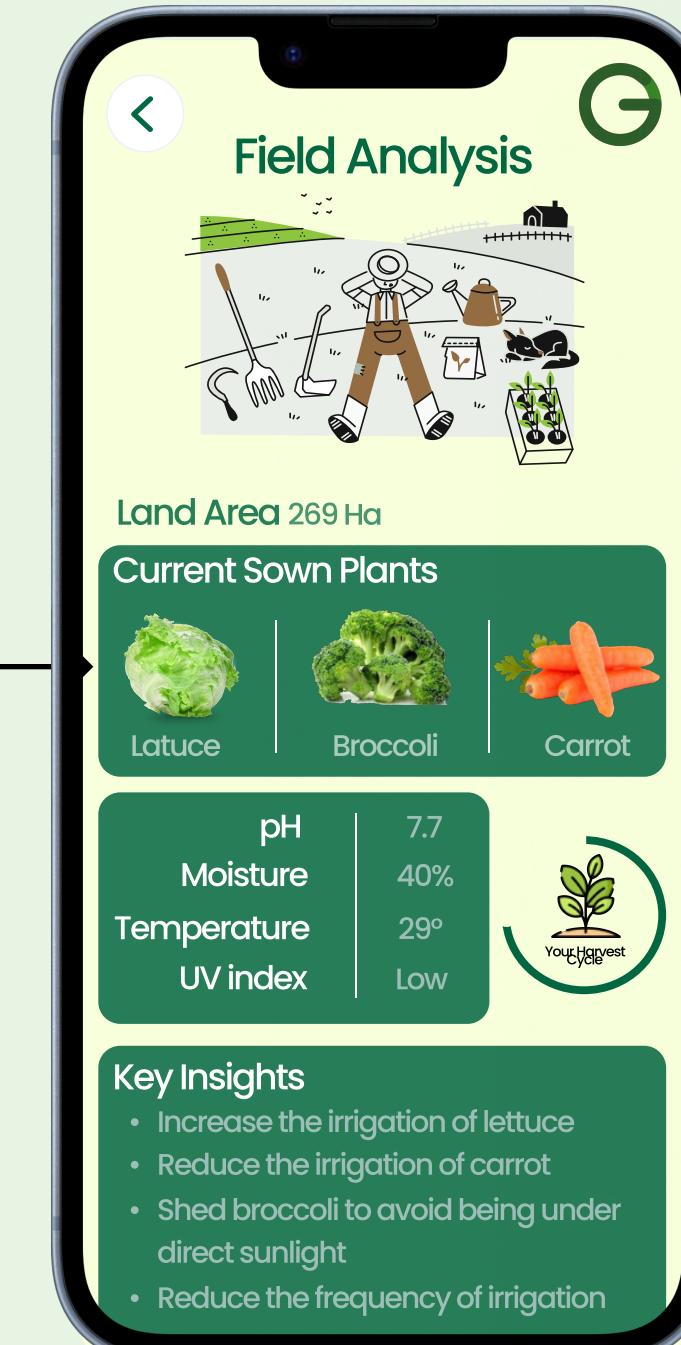


Field Analysis

A subscription only feature, helping user with useful data and insights of the field

Key Features:

- Thorough analysis of the field
- Includes key insights for the user to make informed decisions



Partnership with NiuBoL

A key partnership with NiuBoL for IoT devices

Key Features:

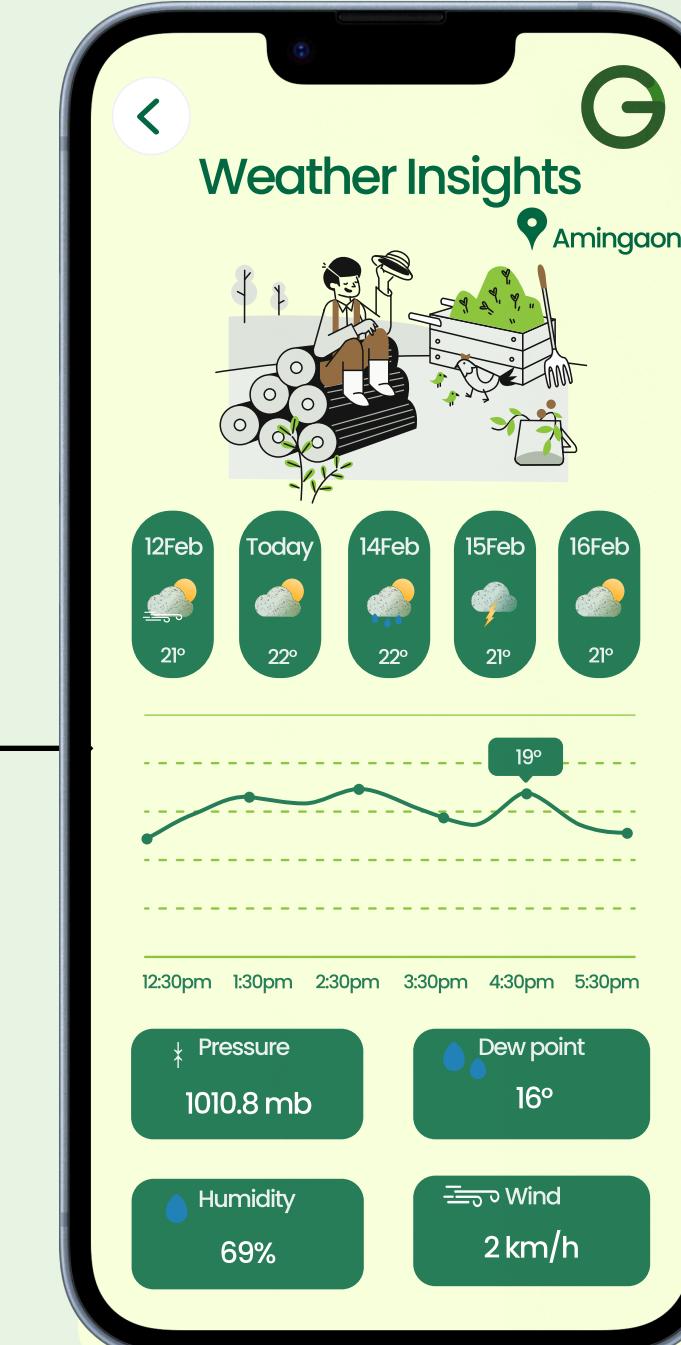
- Browse a range of IoT devices from NiuBoL
- Maintenance and installation support

Weather Insights

A subscription only feature, helping user with useful data and insights from IoT devices

Key Features:

- Key weather insights
- Help user make informed decisions



COMPETITIVE ANALYSIS



PARAMETERS	 farmizen	 JIVABHUMI safe food for all	 bhoomi farms	 organigo
Fresh, Organic Produce	✓	✓	✓	✓
Faster Delivery (<12 Hrs)	✗	✗	✗	✓
Wider Product Variety	✗	✓	✗	✓
Most Affordable Pricing	✗	✗	✗	✓
Local Sourcing & Sustainability	✓	✓	✗	✓
Subscription & One-Time Orders	✗	✓	✓	✓
Direct Farmer Partnerships	✗	✓	✗	✓
Tech-Enabled Ordering	✓	✗	✗	✓

TIMELINE AND SCALING

2025
(Initiation)



- February:
 - First cold storage rental
 - Beltola operations begin
- March:
 - Dark stores explanation
- May:
 - Expansion to Christian basti & Ganesh Guri

2026



- Quarter 1:
 - Sikkim operations expansion
 - First tangible asset acquisition
- Quarter 2:
 - Venture into Pulses and non perishable goods like rice and spices

2027



- Penetration into Richer Cities tier 1 cities:
 - Bangalore
 - Mumbai
 - Noida
 - Gurgaon
 - Hyderabad

2028



- Launch of long distance supply chain
- Introduce OrganiGO- Oils, Nuts and whole greens

2030



- Penetration into Tier 2 cities in order to expand the business
- Formation of OrganiGO Self help groups in order to promote organic farming and providing financial support

Initiation in Guwahati - Why Beltola?



Affluent Residents
Beltola has a significant upper-middle-class population willing to pay a premium for organic produce.



Word of Mouth
Word of mouth Helping in the organic branding and growth in the customer base



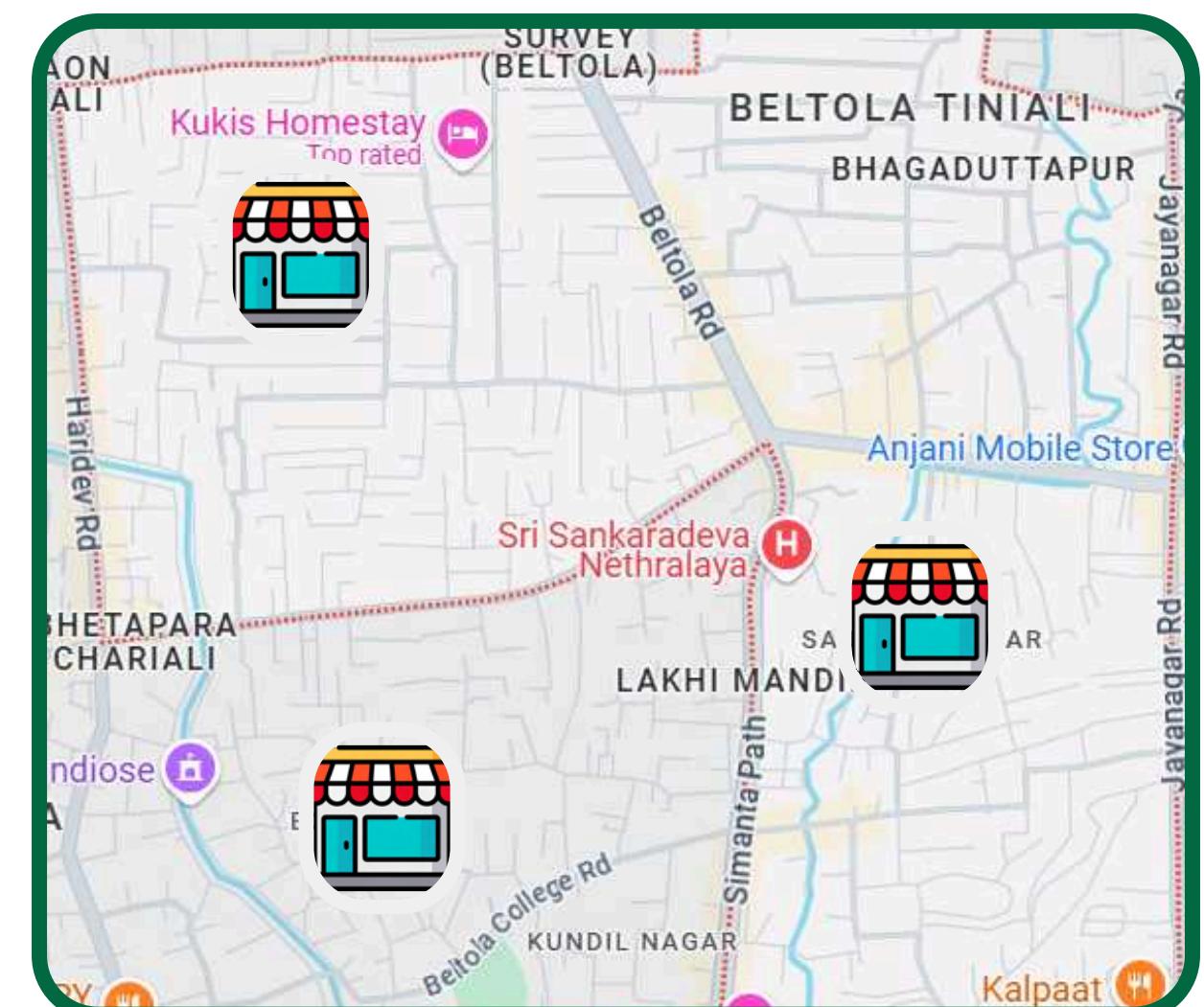
Health-Conscious Community
More educated and health conscious community with money spending



Growing Residential Hub
Modern apartments and gated communities demand healthier food options.

HOW MANY DARK-STORE SHOULD BE SETUP IN BELTOLA ?

Assuming 20% of the total population 40000 which will have 8000 orders weekly Approximately then every dark store can cater around 400 orders. So number of dark stores needed will be $1140/400$ that is roughly 3 in Beltola



BRANDING AND MARKETING



Branding

LOGO-



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TAGLINE- “Taste the Organic Revolution”

- Cold mailing and calling
- Supplying organic food in the hostel mess
- Initial corporate reach like TCS and mess of IIT-G organic drive for bulk orders
- Using stickers in packaging which explains farmer journey on our platform
- Distributing pamphlets and pasting posters in krishi melas

Marketing

- Spreading awareness through word of mouth
- Loyalty growth among farmers is obtained by
 - a. Providing early incentives
 - b. **Cash burn** for initial crop cycle to provide maximum support to the farmers
 - c. **Kisan Salahakar:** co-operating with farmers and improving the reach
 - d. Forming and Collaborating with the associations of organic farmers
- Online marketing campaign via:





Thank you

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taste the organic revolution