**Due tomorrow at 11:59 PM**

**Prefer to submit by 9 pm on 7/11 [latest]**

**Instructions**

**From Anu Madam**

Thank you, Project Teams - for good work yesterday presenting the pitch decks of your ideas.

Now it is time to write up a **pitch proposal.**

The references are enclosed.

All of you have submitted at the midsem proposal documents (Ref Orchard View attached).

You have received feedback from the same from me on MS Teams itself - **you can read it again here**.

**Make the requisite changes and add the Financial plan including a commentary** on how you arrived at this financial plan - unit economics - and submit it here by midnight of 8th November.

This will help you to make up for a presentation (in case it did not go to plan) and it will help you with the end-sem exam also.

All the best .

One member **[Mr. Balasubramanian can submit and confirm immediately to all the team members upon submission]**

per team to submit this assignment - Anu

Feedback Received for midsem submission:

Feedback

You have done more work than we asked for ( in some parts) and less than we asked for ( in some parts).

1. Template -

2. Business Opportunity - 2 marks

3. Target Market - TAM and SAM well articulated. **Target market or first customer not articulated [Ms. Mugdha to take care of this]**. 2.5 marks

4. CVP - 3 marks , well done

**I hope this is borne out of customer discovery, and not just written theoretically .  [Mr. Balasubramanian and Ms. Mugdha to take care of this]**.

5**. Differentiation - ( you haven't written this, we specifically asked for competitors and how your product / service is different)** **[Mr. Balasubramanian and Ms. Mugdha to take care of this]**.

1 mark - giving you this mark as some of it is covered in CVP.

6. GTM - 3 marks

7. Revenue Streams - 1 mark

**Reference materials**

**CMaaS Proposal to WHEELS Foundation**

1.SYNOPSIS

**Mr. Vishruth & Mr. Ayushman can take care of this.**

2.Problem Identified:

**Mr. Balasubramanian & Mr. Atul can take care of this.**

3. Key Activities

**[Mr. Vishruth and Mr. Vidit to take care of this]**.

4. Value Proposition:

**[Mr. Balasubramanian, Mr. Vishruth and Mr. Vidit to take care of this]**.

4.1. Value Proposition: Social Impact

**[Mr. Balasubramanian, Mr. Vishruth and Mr. Vidit to take care of this]**.

4.2. Value Proposition: Financial Impact

**I [Rangarajan] shall take care of this.**

5. Communication and Delivery Channels

*Communication*

In person assistance to villagers can be provided via trained employees who can be assigned to

milk collection spots at different villages. These employees can assist villagers on how to

interpret their cattle data, what might be its implications and what further actions should the

villager take. Supplemental assistance on learning and using the application can also be

provided, aiding digital literacy in the villages.

*Channels of distribution*

We will be focussing on three main channels of distribution. Our primary channel is door-to-door

service. This provides the customers handy medication and vaccination facilities. We will be

able to create awareness about app usage and services and awareness about government

schemes. We will also update the customer and cattle database through the information

acquired directly.

Second is a dedicated retail channel for dung and urine collection. This includes the gobar and

urine banks. We will also make use of a transport facility to connect with the retail chains. Third

channel is a multi facility use app. This includes various tabs and information about government

schemes. There will be a record of individual cattle and their vaccination timelines, health

history etc. There will be other informational health notifications and pop-ups.

*Partnerships*

The primary partners are the cattle rearers who will avail the maximum benefit of our cattle

management systems. We will potentially partner with network providers. Further the

local/state/central governments for increasing the awareness about their schemes for the

rearers. The cattle research institutions will provide us with the latest scientific news and

information. Other partners are the manure and compost retailers, and the ayurveda and

pharmaceutical companies. This will be used to extract value from the cattle waste and further

increase the income of the villagers.

6. Cost Structure and Revenue Streams

**I [Rangarajan] shall take care of this.**

7.Cost of the Project

**I [Rangarajan] shall take care of this.**

8. Social and Environmental costs vis a vis benefits <- Required ?

***Environmental Benefits and Entailing Costs***

The CMaaS model, all in all, strives towards improving the rearing conditions of cattle in the

practiced areas. Life expectancy and health of cattle is a cornerstone for our model. In pursuit of

the same, our primary resource is merely a mobile application. Hence, no severe environmental

perils are posited by deploying this scheme.

Cow Dung and Urine are judiciously used in our model. The farmer can sell the surplus to other

industries as a packaged finished product or raw material adding to his/her income using our

service. The rest can be retained by the farmer to be used as organic manure in his/her farm

land. Cow dung and urine are themselves used as raw products in many industries as

alternatives to environmentally harmful raw materials and have many beneficial compounds

which industries extensively use. Our model implicitly promotes such products since we act as a

supplier of cow dung and urine to industries requesting it. Hence our model entails several

environmental benefits due to the usage of cow dung and urine.

***Social Benefits and Entialing Costs***

The model/app is equally accessible to villagers of all classes,regardless of their gender, caste,

social status or economic status. Moreover, we only charge affluent villagers (those who own

more than two cattle) with nominal fees.

Numerous research and anecdotal accounts on social structures in villages have shown that

women spend money much more wisely than men. There are also successful stories of when

women organise themselves in self help groups in villages as a source of employment. We

found out that cow dung and urine collection in villages in India is usually women driven. We

propose that if women organise themselves in self help groups to package the collected cow

dung and urine to sell it as a product/ raw material for other industries, they can claim the

monetary benefits. This would lead to women empowerment wherever we open up our services.

9. Support from Shamlaji college, local community,

other stakeholders <- Required ?

The current model of the app has been developed by considering the methodology adopted by

Dr. Hemant Patel and his father, the principal of the Shamlaji College, for which we are grateful

to them. Since they have been practicing cattle rearing themselves, it has been resourceful

being in touch with them and taking their advice. We appreciate their guidance and expect

similar support in future as well. We think that the principal’s influence over the villagers can

help us get started with the project during the initial days––spreading the word around the

village, logging data of currently owned cattle into the app, convincing people to try out the

CMaaS model etc.

As mentioned in the section of Key Activities (Section 2), we would like to cover those farmers

who do not own a smartphone. Hence, a community data collecting and updating facility will be

greatly beneficial and effective. There are a couple of workarounds to this issue. One such way

is, we can have volunteers/employees from the village who can help us with logging and

updating the data of different cattle rearers. We plan to facilitate this model by assigning these

volunteers at different milk collection booths/spots. Rearers who come there to sell milk can

contact these volunteers to help them update their data on the app (if they are themselves not

versed with doing so). This way a sustainable and ever retrofitting model can be put in effect

which will keep on updating the data, almost daily. However, to do so, we require the support of

some village volunteers (who we might pay), well versed with basic technical know-hows of

updating and using mobile applications.

Lastly, we need guidance from experts who can read the data stored and updated by the

villagers, and assist them accordingly on what further actions could be taken pertinent to better

rearing. This might include guidance on diet, pregnancy, disease resistance and medications,

etc. We are currently not sure how to engage such experts, and might need assistance from the

educated villagers and cattle rearers in this aspect.

10. Support from WHEELS Foundation

**[to be re-phrased Mr. Balasubramanian, Mr. Vishruth and Mr. Vidit to take care of this]**.

11. Project Development and Timeline

**I [Rangarajan] shall take care of this.**

12. Our Commitment

Our commitments to this project can be narrowed down under the following umbrellas:

**Ms. Mugdha to take care of this.**

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Team FarmMade, IIT Gandhinagar

Deepika Soni

Ribhu Vajpeyi

Shubhi Maheshwari

Varun Dolia