

Business Canvas AgroMind

Problem <i>Small-scale farmers have difficulty accessing information and technologies that aid in decision-making, resulting in low productivity, wasted resources, and financial losses.</i>	Solution <i>The AGROMIND app, which provides personalized recommendations based on climate, soil, and crop data, assisting farmers from planting to harvest.</i>	Unique Value Proposition <i>A simple, accessible, and smart platform that turns data into actionable insights, bringing everything together in one place for small-scale producers—something competitors don't do in such an inclusive way.</i>	Available alternatives <i>Climate FieldView, Agroclima, and Plantix, which are more complex, require a subscription, or are geared toward large-scale producers.</i>	Target audience <i>Small-scale farmers, family farmers, agricultural technicians, students, and teachers in the field.</i>
Feedback <i>Gathering feedback from local farmers, teachers, and agricultural technicians to validate the app's usefulness and improve it.</i>	Key Metrics <i>Number of active users, retention rate, app usage frequency, and improvements in user productivity.</i>		Publicity <i>Social media, partnerships with schools, agricultural cooperatives, educational institutions, and industry events.</i>	First-time Users <i>Small-scale farmers from the local community, students, and agricultural technicians who will test the app and provide feedback.</i>

Cost structure

- *Initial costs: that is, items you buy once to get started, such as computers*
- *Fixed costs: that is, expenses you pay monthly or annually, such as salaries*
- *Variable costs: that is, expenses that vary depending on how much you sell, such as ingredients, shipping, or anything used in the creation of a product*
- *Profit sharing: for example, money donated to a charitable partner*

Revenue streams

- *Service: Time sold by the hour or day*
- *Subscription: Access to a service paid for monthly or annually*
- *Product: Sale of a product, online or in a physical store.*

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