

Product Sales Canvas

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Version:

Business Strategy

We identified that there is no practical flow of information between farmers so that they can't exchange their experience .
And some of them because of lack of information use wrong techniques.

So as a strategy to solve this problem, we dispose a platform where farmers can exchange, share and post common mistakes, actualities. And they can advise each others.

This platform offers training sessions in the form of explanatory videos that farmers can learn

Ads in this platform are the source of profit in this business project .
And it also offers premium version without ads; so payment are per month.

In this platform we provide a newsletter to inform surfers about actualities.
And this will help as to collect a big and an important data base .

Objective

Our objective is to provide a platform that will link farmers with each other so that agriculture domain will be a system in a harmony that will help it to develop.

CATEGORIES:
Platform/Network

Key Results

At first, the traffic on the site is considered as an indicator of success.
and in the long run the optimization of agricultural production is an effective indicator and proving if this platform has made the added value or not and thus the proof of success .

SMART Sprint Goal

Improving the quality of agricultural production.

SMART Sprint Goal

Collaboration of farmers and working as one system.

SMART Sprint Goal

Every civilian knows about the agriculture situation .

Customers

Those who are interested in improving the agricultural situation

Customer Value

The improvement of its reputation towards its clients whether they are potential or loyal.

Consumers

Farmers especially who are beginners and/or lack experience.

Consumer Outcome

Farmers will learn and apply techniques that are not harmful to health.(consumer health)

Possible Solution Options

Hypotheses

Facebook community of farmers to exchange the information.

Farmers have to assist to "how to use the website/application" sessions.
So that they won't ignore its importance and will learn the different processes that they can make.