

Our Business Idea – The Pond

Introduction:

Have you ever been told about how farmers could not only save water but remain profitable at the same time? In the dynamic landscape of our modern agriculture, where water scarcity looms, and the environment beckons for conservation, a groundbreaking solution is already at hand.

Our solution:

Our company – The Pond – offers the possibility for farmers around the world to maximize their productivity and efficiency, while reducing water usage and providing them a place to buy invaluable tools, such as IoT sensors, from several of our contracted companies and producers. We help farmers make decisions based on real-time data, which is key when it comes to sustainability and profitability.

The features of the application:

As far as our application is concerned, we wish to synchronize data regarding cloud formation and precipitation, weather patterns from several sources, such as satellite data and soil moisturization. Furthermore, our customers could check weather and soil conditions via our app. Not only that, but our app would be a common place for the selling of invaluable tools, that would further ameliorate efficiency in water consumption.

Details:

So let us dwell into the details a bit: one doesn't need to be a technical genius to get a grip on our app. Upon opening it a farmer will be able to set what crop are they growing how they are irrigating it. Based on that information our app would immediately offer tips on when and to what degree the given plants will have to be watered. Apart from that already existing tools and sensors could be synchronized with our app, thus enabling remote control and a quick exchange of information. On top of that, a market service is also offered by us, where such tools and sensors could be bought.

Charity:

Additionally, we have introduced a credit system where our customers could earn credits through their measured saved water. Then, with those spent credits, funds will be channeled to charitable organizations promoting sustainability and providing much-needed tools and devices to farmers in need worldwide.

Uniqueness:

And what makes our model unique, you might wonder? We are the first to ensure the sustainable means for farmers to achieve profitability. We unite precision technology, data analytics, and charitable giving under one roof, making us a true pioneer in the agri-food sector.

Costs and Revenues:

Our main revenue sources stem from a percentage of the products sold through our app's marketplace, certification fees for helping everyday costumers to support our committed framers, and the sale of anonymized data for research purposes. Likewise, we ask for a small subscription fee. This diversified approach guarantees our financial sustainability while offering value to our users.

Conclusion:

Our business nurtures sustainability, encourages eco-friendliness, reduces environmental footprint, and increases crop yields all around the world. The environment rejoices with water conservation and fewer chemicals and local communities prosper by avoiding the diminishment of their job opportunities. Our model isn't just an idea, but a transformative force, leading us to a brighter and greener tomorrow.

Excerpts from our presentation:



We wished to tackle this devastating problem by offering farmers the possibility to maximize their efficiency. Our main business idea revolves around an application, that would enable farmers around the world to enhance their productivity and efficiency, while reducing water usage by providing them a place to buy invaluable tools (meaning a market), from where we would get most of our revenue, such as IoT sensors, from several of our would be contracted companies and producers. Furthermore, our app would assist farmers making decisions based on real-time data, whether using satellite imagery and to all user available information or offering more precise recommendations through their own synchronized tools. Plus, as a consequence of our deep commitment to social and environmental responsibility our app would feature a charity component which would entail a credit system through which users' water conservation would be translated into tangible charitable actions, such as the creation of new wells and the provision of necessary tools to farmers.

Our Business Model

<p>What's the Problem?</p> <ul style="list-style-type: none"> • Water scarcity • Water wastage • Lack of access to real-time data • Soil degradation • Water pollution • Depletion of aquifers • Loss of job opportunities 	<p>What's the Solution?</p> <ul style="list-style-type: none"> • Selling of monitoring sensors (measuring soil moisture, crop health, water quality) and tools (ameliorating efficiency) • Intelligent irrigation system (Satellites – weather patterns, crops imagery) <ul style="list-style-type: none"> ◦ Mobile app 	<p>What is unique about this solution?</p> <ul style="list-style-type: none"> • Money transfer – charity (Credit system) • Gamification – „The Pond“ • Common marketplace for innovative tools and devices 	<p>Who are the main customers/beneficiaries?</p> <ul style="list-style-type: none"> • Farmers and agricultural workers • People in need of help (charity)
	<p>What are the main resources needed to make this happen?</p> <ul style="list-style-type: none"> • Capital and business partnerships • Skilled staff – software developers 	<p>What's the impact of this solution?</p> <ul style="list-style-type: none"> • Reduction of water usage • Increased crop yields • Climate resilience • Conserving existing jobs 	<p>How will we communicate & reach our customers?(channels)</p> <ul style="list-style-type: none"> • Partnering with bigger companies • Depiction of our app on agricultural products packages
<p>What are the main type of Costs? (expenses)</p> <ul style="list-style-type: none"> • App development • Applied data analytics • Legal and regulatory costs 		<p>What are the main type of Revenue streams? (income)</p> <ul style="list-style-type: none"> • Sales of other companies' products (given percentage) • Environmental certification fees • Data sales for research (anonymous and private) 	

Further dissecting our business model, our main revenue sources would stem from a given percentage of the products sold through our app's marketplace, certification fees for helping everyday customers to support our committed farmers, as well as the sale of anonymized data for research purposes. Likewise, we would ask for a small subscription fee. This diversified approach would guarantee our financial sustainability while offering value to our users.

Regarding the main types of costs, they would be incurred through the software's development and maintenance, the creation of applied analytics, the wages of our employees, advertisement, and the legal and regulatory costs themselves.

„The Pond“



On the last slide, the prototype of our application can be seen, how we would solve remote control of tools and how the user interface would look like.

In summary, we provide a platform and a market for those farmers and landowners who desire to modernize and make their system more efficient. We offer synchronization and control of gadgets throughout our app and since we are for a better future for not just companies but for people suffering all around the world, we created the app in a way that a fix percent of our profits will be dedicated for the most in need countries in terms of water scarcity so that our customers can decide where they want to have an impact. This is our app, and this is our goal for a brighter future.