

IGNITE Pitch Deck



Milestone 2

Who we are

Name of your Venture: Sustainable Organic Farming and Premium Market Strategy.



Why ?

Explain why do you want to pursue this Business Idea.



To promote organic farming, educate and market, enhance brand value

What ?

Provide a brief on what does your venture do.



Develop a sustainable farm that produces organic fruits, vegetables and herbs. Identify high demand urban markets willing to pay a premium for organic, locally sourced produce.

How ?

Explain how your venture solves the problem and make its revenue.



Create a trusted brand known for quality, transparency and sustainability, identify high demand urban market willing to pay a premium for organic.



Your goal when answering this slide should be to create enough interest about your venture.

Problem/Opportunity



<p>CONTEXT When does the problem occur? High production cost ,limited market access, price sensitivity, certification complexity,yield challenges,consumer awareness gaps and competition</p>	<p>PROBLEM What is the root cause of the problem? High dependency on manual labor, organic forming is less mechanized leading to high labor costs,policy and regulatory barriers(govt. may not provide subsidies or support),market fragmentation ,consumer miss information</p>	<p>ALTERNATIVES What do customers do now to fix the problem? Use direct to consumer channels like farmer markets or community supported agriculture,choose locally grown produce when available to avoid high costs associated with long supply chains</p>
<p>CUSTOMERS Who has the problem most often? Small-scale farmers-struggle to compete with large agribusinesses ,lack of infrastructure,knowledge and market access ,for low income consumers premium pricing makes them inaccessible</p>	<p>EMOTIONAL IMPACT How does the customer feel? Farmers are frustrated by limited resources,and regulatory hurdles, conflicted between wanting healthier,sustainable options and being deterred by high costs</p> <p style="text-align: center;">3</p> <p>QUANTIFIABLE IMPACT What is the measurable impact (include units)? Economical impact(price sensitivity limits sales growth in premium market), environmental impact(potential reduction in adoption of organic farming</p>	<p>ALTERNATIVE SHORTCOMINGS What are the disadvantages of the alternatives? Conventional farming(higher yields and lower costs come at the expense of soil health, biodiversity ,long term sustainability,local non certified products,synthetic alternatives.</p>

 This table helps you define the problem and existing market gaps.

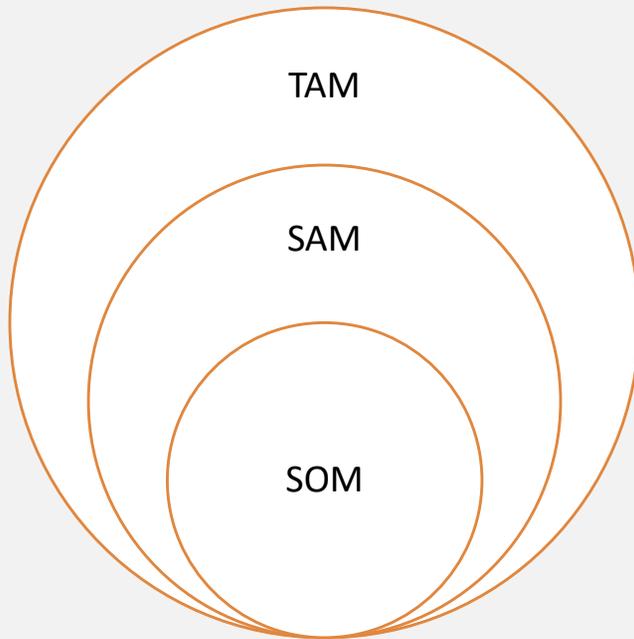
Problem Interviews And Surveys Results



- How many customers did you interview?
10
- What was the interview mode?
offline&online
- How many of them agree this is a problem and wants a solution?
7
- How many of them said they don't need a new solution?
3

 The aim of this slide is to capture the customer responses to substantiate and validate the problem your venture is solving. Present result analysis of the problem interviews conducted with your potential customers in graphical representation.

Market Size Estimation



Sources:



How to calculate market size?

1. Start with Total Addressable market- rs 70 billion

TAM refers to the total market demand for a product or service.

If you're entering a pre-existing space (like small business banking) you can research it and provide credible sources or reference points on how you arrived at the TAM. If you're creating a new product or space (like Slack), you can estimate the number of customers that would want your product and approximate how much you could charge them.

2. Take your target market (SAM), within that TAM, which varies depending on geography and other logistical factors. Determine the penetration potential of your target market. This is the portion of the market you can reasonably compete with 5 to 10% of the SAM

3. By conducting research with existing competitors, distributors etc., understand the likely penetration rate \$22.5 million to \$45 million

4. Multiply target market by penetration rate to find your market size.);\$22.5 (HIGH RANGE):\$45



This slide is to provide details on Market Size and demonstrate How big is the market opportunity your venture is pursuing. Add source/reference to the data presented.

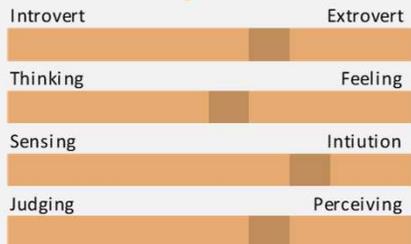
Customer Persona



health consciousness,
environmental stewardship.

Age: 24
Occupation: software engineer
Location: banglore

Personality



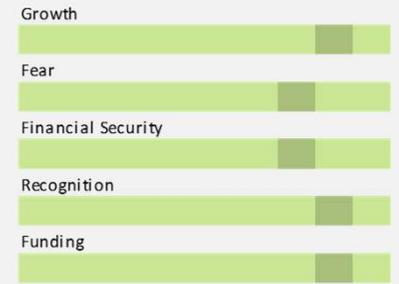
Personality trait Personality trait Personality trait

Goals -safe food choices ,nutritional quanlity, reduced exposure to toxins

**Frustrations-premium pricing, perceived value versus price
Lack of access in certain area , product availability in stores**

**Bio- Delip was Born on 2000 , Bangalore Karnataka
He lived in Bangalore he was not getting healthier organic products and he failed to maintain his health .
This website helped him.**

Motivations



 The aim is to collect the information about your ideal customer persona who are likely to buy your product or service . It will help you tailor the user experience through targeted design.

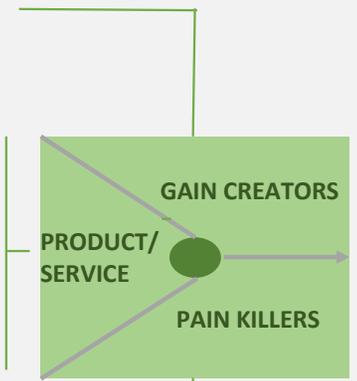
Value Proposition Canvas



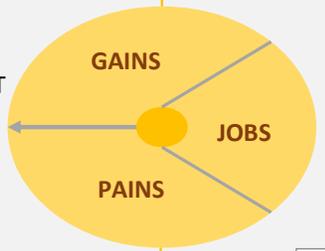
→What do you offer that makes the customers happy?
We offer sustainably grown, high quantity organic products meet the demands of environmentally conscious consumers and premium market buyers.

What is the product or service that you are offering?
Organic agricultural products that cater to health conscious consumers and premium market buyers
>These products are deisigned for customers who value quality sustainablity and transpacency in the food they consume .

→Which features of your offering relieve the customer's pains?
Customers often worry about the health risk of consuminh products with harmful chemicals and pesticides . Our organic farming practices ensure that our products free from synthetic chemicals offering a healtheir choice.



FIT



I would LOVE it if:
→? What would make the customer happy?
→? What do the clients want when facing the problem?
This refers to the feeling/action of customers before he gets in contact with your solution.

I would WANT:
→What do the clients do (actions) when facing the problem?
This refers to the feeling/action of customers before he gets in contact with your solution.

I would HATE it if:
→What are the pains of the clients when facing the problem?
This refers to the feeling/action of customers before he gets in contact with your solution.

 Demonstrate the fit between what you are offering and why people buy it. You must build on solution (products & service) that match their needs (pains & gains).

Solution



Describe your Solution:

We offer Implement transparent supply chain practices with detailed labeling that provides information about the origin of the product, farming methods, and certifications

The details of our offering consist of:

1. core product
2. certified organic and eco friendly farming practices
3. emphasis on soil health biodiversity and water conservation.

List the Benefits of Your solutions

1. 1. For consumers

- >Healthier choices
- >better taste and quality
- >trust and transparency

2.For Farmers

- >Access to premium markets
- >improved soil health
- >Economic stability

3.For retailers and distributors

- >Market differentiation
- >Customer loyalty
- >Consistent supply

Competition Analysis



Benefits	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Your Venture
Product	Whole foods market	Earth bound farm	Dr.bronners	Stonyfield organic	Organic farming and premium marketing
Price	Premium pricing; often 15-25% higher than conventional supermarkets	Mid to premium ;typically10-20%	Premium pricing; soaps and products range from \$5 to \$30.	Premium pricing; yogurt ranges from \$1.50 to \$6.00 depending on size and variety	Premium pricing organic product range from ₹ 250 to 2500
Branding channels	Focused on “Health, Quality, and Sustainability” with an upscale, eco-friendly image.	Focus on “fresh ,organic and safe produce for all”.	All-One!”—a mission-driven brand focusing on organic, ethical, and sustainable solutions.	Organic, Delicious, and Family-Friendly” with a focus on health and environment	Organic, healthy products
Packaging	Minimalistic, recyclable, or biodegradable packaging; emphasis on sustainability	Plastic clamshells with eco friendly messaging	100% post-consumer recycled plastic bottles with detailed, mission-focused labels.	Plastic tubs with recyclable materials; eco-conscious messaging.	Eco conscious messaging and biodegradable packing
Market reviews	Dominates the U.S. organic premium grocery market with a loyal customer base	Strong presence in organic produce	Highly regarded for ethical practices and quality; strong consumer trust.	Market leader in organic dairy; popular with families and health-conscious consumers.	Market leader in organic dairy; popular with families and health-conscious consumers
UVP	High trust in organic certification and product sourcing; “America’s Healthiest Grocery Store.”	Pioneering large scale organic farming	combination of organic farming, fair trade, and social responsibility.	First U.S. dairy brand to focus entirely on organic; trusted for quality and sustainability.	Pioneering large scale organic farming

Identify your competitors and examine the list of their offerings/benefits vs your product & service. Based on what the customers say as well as your research, you need to tabulate your findings. Mention your ventures USP from the competition analysis

Lean Canvas



PROBLEM:-high production costs
2.Limited market accessibility
3.Price sensitivity of consumers

EXISTING ALTERNATIVES:-
 Leverage Digital marketing
 Highlight sustainability

SOLUTION:-Adopt integrated pest management to minimize pesticide expenses.

KEY METRICS

- Revenue growth?
- Cost of production?
- Customer Acquisition?
- Return on Investment?

UNIQUE VALUE PROPOSITION:-health and wellness focus
 >Sustainability and eco friendliness.
 >superior quality and taste
 >premium experience
 >community and social impact.

HIGH-LEVEL CONCEPT
 >Organic excellence
 >sustainability driven farming.
 >premium market positioning.
 >transparency and trust

UNFAIR ADVANTAGE

- Exclusive access to resources
- Proprietary knowledge and expertise
- Strong brand identity

CHANNELS

- Direct to consumer channel
- Retail channels
- framers, markets

CUSTOMER SEGMENTS
 Health conscious consumers
 >eco conscious consumers
 >premium buyers
 >urban millennials and genz
 >specialty and premium food retailers

EARLY ADOPTERS
 >health enthusiasts and fitness buffs
 >eco conscious consumers and environmental
 >millennials and genz
 >premium food consumers and gourmets

Business Model (Explain with a process diagram)

COST STRUCTURE

- Production costs?
- Certification costs?
- packing costs?
- Distribution costs?

REVENUE STREAMS

- Direct to consumer sales
- Retail partnership
- Value added products
- Experiences and services

This canvas explains how the venture makes money (attracts, serves and keeps customers)

MVP



- **Provide Full product/service description**
- **Insert a picture of the prototype**
- **Provide video link of the working prototype, if any**
- **Share screenshots of website (Landing page, testimony etc.,).** If the venture is in any online business, it must definitely showcase a functional website.
- **Share website link** (If the venture is in any online business, it must definitely showcase a functional website.)
- **Share App link**
- **Description of how the product will work and steps the customer will follow**
- **Any other information**



The slide helps to see your vision in action with a clear demonstration



MVP Validation

What is your MVP;-organic farming and premium marketing strategy

Test Details: -product quality testing ,packing testing

**How long will we test this MVP?
2-3 week**

Who is our target audience for the test? How many of them?

Health conscious consumers,eco-conscious & ethical shoppers

How will we get to that audience?

Creating strong online presence & build trust through certifications and transparency

Results of Test:

Did enough customers buy? Why or why not?

Yaa 70% of consumers bought our product and 30% didn't bcz of high cost

Did customers pay the price we expected? Why or why not?

Yes they did and they are happy for getting those product and some people didn't due to they felt price is high

Did customers come back to our product or show interest in doing so? Why or why not?

Yes many people came back and ordered in advance for some products and some who are not happy with the cost didn't

Did customers recommend our product to others or evangelize about it? Why or why not?

Yes! They did recommend our products and very much satisfied with quality of the products

Conclusion:

Persevere

Pivot

Not conclusive

Realizations / Insights:-

Understanding organic standards

Soil health

Branding

Digital marketing

Next Steps:-to extend the marketing and to give more organic products

Team Composition



Team member 1



Role/Position:
CEO

Key Strengths and abilities
Strategic vision
Industry knowledge and expertise
Financial acumen
Marketing and branding skills

Team member 2



Role/Position:
COO/CTO

Key Strengths and abilities
Integrity
Technical skills
Decision making

Team member 3



Role/Position:
CFO/CMO

Key Strengths and abilities
empathi
Communication focus

What makes us a good team to solve the problem we chose?

Understanding and communication unity



The goal is to demonstrate teams commitment. Mention who's on your team, why them and their extremely relevant credentials

Thank You!