

# IGNITE Pitch Deck



**Milestone 1**

# 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><b>CONTEXT</b> When does the problem occur?</p> <p>High production cost ,limited market access, price sensitivity, certification complexity,yield challenges,consumer awareness gaps and competition</p>	<p><b>PROBLEM</b> What is the root cause of the problem?</p> <p>High dependency on manual labor, organic farming 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><b>ALTERNATIVES</b> What do customers do now to fix the problem?</p> <p>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><b>CUSTOMERS</b> Who has the problem most often?</p> <p>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><b>EMOTIONAL IMPACT</b> How does the customer feel?</p> <p>Farmers are frustrated by limited resources,and regulatory hurdles, conflicted between wanting healthier,sustainable options and being deterred by high costs</p> <p><b>QUANTIFIABLE IMPACT</b> What is the measurable impact (include units)?</p> <p>Economical impact(price sensitivity limits sales growth in premium market), environmental impact(potential reduction in adoption of organic farming)</p>	<p><b>ALTERNATIVE SHORTCOMINGS</b> What are the disadvantages of the alternatives?</p> <p>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.

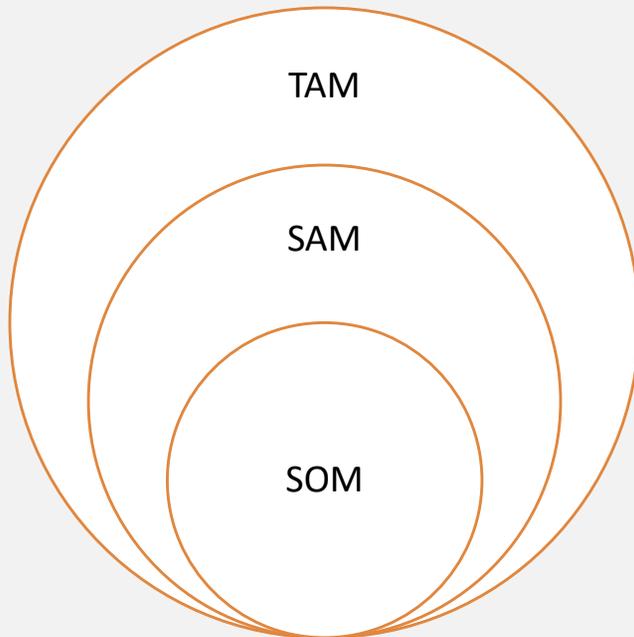
# Problem Interviews And Surveys Results



- 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



## 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 (LOW RANGE):\$22.5 (HIGH RANGE):\$45

Sources: .....



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.

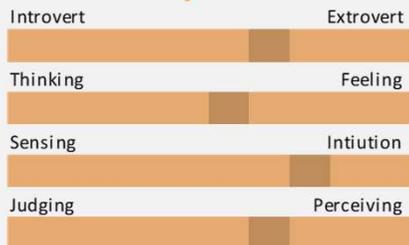
# Customer Persona



**Ethos** :-health consciousness, environmental stewardship.

Age: 24  
Occupation: software empolyee  
Location:banglore

## Personality



Personality trait

Personality trait

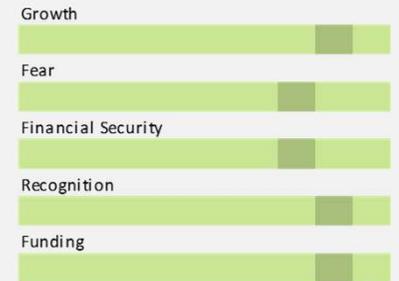
Personality trait

**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.

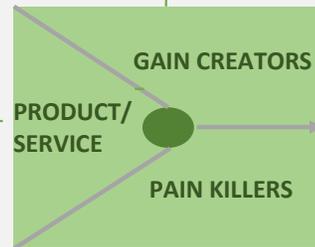
# Value Proposition Canvas



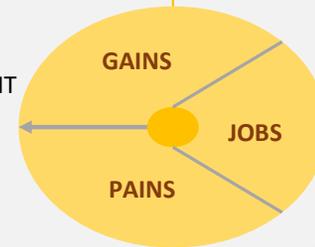
→What do you offer that makes the customers happy?  
We offer sustainably grown, high quantity organic products meet the demands of environmentally conscious consumers and premium market buyers.

**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 redesigned for customers who value quality sustainability and transparency 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 healthier 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. 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

# Team Composition



Team member 1



Role/Position:  
CEO

Team member 2



Role/Position:  
COO/CTO

Team member 3



Role/Position:  
CFO/CMO

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

Key Strengths and abilities  
Integrity  
Technical skills  
Decision making

Key Strengths and abilities  
:empathi  
Communication focus

**What makes us a good team to solve the problem we chose?**  
**Each team member brings unique expertise and talents ,technical Skills , creativity communication leadership.**  
**Problem solving mindset , collaboration and trust ,innovation and Creativity ,accountability and leadership.**

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

Thank You!