BUSINESS PLAN · INDIA

Precision-Farming / AgriTech Advisory

Data-driven agronomy — sensors, drones & satellite advice to raise yields and cut input cost

AGRI-TECH

AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES

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1. Executive Summary

This plan sets out a **Precision-Farming / AgriTech Advisory** business in India — a technology-enabled service that helps farmers raise yields and cut costs using data: soil & crop sensors, satellite/drone imagery, weather & IoT data, and agronomy analytics delivered as advisory (what/when to sow, irrigate, fertilise, spray) plus hardware/software services. It earns per-acre advisory subscriptions, hardware/service fees, and partner/commission income, bringing data-driven agronomy to farmers, FPOs and estates.

Indian agriculture faces yield gaps, input inefficiency, climate risk and rising costs — precision techniques can materially improve productivity and margins. With smartphone penetration, cheaper sensors/drones, satellite data and government digital-agriculture push, precision-farming advisory is an emerging, scalable opportunity. A focused service that demonstrably improves yields/margins earns recurring per-acre revenue and strong word-of-mouth.

This is a tech-enabled service venture with a blend of subscription and service revenue. The promoter — an agronomist/agri-tech entrepreneur — seeks total funding of **₹30 lakh** (₹12 lakh promoter + ₹18 lakh term/angel finance), targeting **₹35 lakh** revenue in Year 1 and **₹1.1 crore** by Year 3. *(Adoption ramp and per-acre economics are the key drivers.)*

2. Business Description, Vision & Legal Structure

Concept: A data-driven agronomy service that tells farmers precisely what to do and when — raising yields, cutting input waste, and managing risk.

Vision: To make precision agronomy affordable and accessible to Indian farmers and FPOs.

Mission: Turn soil, crop, weather & satellite data into simple, actionable advice that measurably improves farm outcomes.

Legal structure options

- **LLP** — suitable for a services-led start.
- **Private Limited + DPIIT Startup** — recommended for tech scale & angel/grant funding.

> **Regulatory anchor:** the service sits at the intersection of agronomy advice, hardware/drones (DGCA rules for drones), data (DPDP Act), and government digital-agriculture programs (AgriStack, drone schemes). Demonstrable ROI for farmers (yield/margin uplift), affordable per-acre pricing, adoption & trust, and reliable data/agronomy quality determine success.

3. Promoter & Ownership

Led by a promoter with agronomy, agri-tech or data experience. Delivery uses agronomists, field advisors, a data/analytics person, and hardware/drone partners. Year-one ownership rests with the promoter; ownership and profit-sharing (and any ESOP for tech talent) are editable inputs.

4. Market Analysis — India

India's farms face large yield gaps and input inefficiency, and climate variability is rising — precision agronomy directly addresses these. Growing digital adoption, cheaper sensing/drone tech, satellite data, FPOs, and government digital-agriculture programs expand the market. Demand is strongest among progressive farmers, FPOs, estates and high-value crops where ROI is clearest.

Demand drivers

- **Yield gaps & input inefficiency.**
- **Rising input cost & climate risk.**
- **Cheaper sensors, drones & satellite** data.
- **Digital & smartphone** adoption.
- **FPOs, estates & high-value crops.**

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Precision-agronomy opportunity in India	Very large & emerging
SAM	Reachable acreage/farmers in target crops/region	Substantial
SOM (Yr 1–3)	Acres under advisory	5,000 → 30,000

Target segments

- Progressive & medium/large farmers.
- FPOs & farmer groups.
- Estates & plantations.
- High-value crops (horti/spices).

5. Competition & Competitive Advantage

Landscape: agri-tech startups, input-company advisory apps, drone-service firms, and traditional agronomists. The firm competes on demonstrable ROI, agronomy quality, localisation, affordability and trust.

The firm's edge

- **Demonstrable yield/margin** ROI.
- **Local agronomy + data** combination.
- **Affordable per-acre** pricing.
- **Field trust & handholding.**
- **Hardware + advisory** bundle.

6. Products & Pricing

Offering	Model	Indicative price
Advisory subscription	Per acre / season	₹500–1,500/acre
Soil testing & nutrient plan	Per sample/plot	₹300–800
Satellite/drone crop monitoring	Per acre / scan	Per acre
IoT sensors / weather station	Hardware + AMC	Device + subscription
FPO/estate advisory contract	Bulk / retainer	Negotiated

> Per-acre advisory subscriptions form the recurring base; soil testing, monitoring and hardware add revenue. FPO/estate contracts give scale. The key is farmer ROI clearly exceeding the per-acre fee.

7. Go-to-Market — Marketing & Sales

- **Demonstration plots** & ROI proof.
- **FPO, estate & input-company** partnerships.
- **Field advisors** & farmer meetings.
- **Digital & app** engagement.
- **Government scheme** & subsidy linkage (drones/AgriStack).

Sales approach

Prove ROI on demo plots → convert progressive farmers & FPOs to per-acre advisory → expand acreage & add hardware/monitoring → scale via partnerships. Demonstrated results and field trust drive adoption.

8. Operations Plan

- **Base:** an office with agronomy & data team; field advisors in target areas; hardware/drone partners.
- **Process:** onboard farm/acreage → data collection (soil/sensor/satellite) → analytics & agronomy → advisory delivery (app/field) → monitoring & feedback → renewal.
- **Technology:** advisory platform/app, satellite & weather data, IoT/sensor integration, drone tie-ups.
- **Quality:** agronomy validation, localisation, ROI measurement, farmer support.
- **Capacity:** agronomists + platform scale acreage; scale via advisors & partners.

Advisory workflow

Stage	Activity	Metric
Onboard	Farm/acreage	Acres
Sense	Data collection	Coverage
Analyse	Agronomy + data	Accuracy
Advise	Actionable advice	Adoption
Measure	Outcome/ROI	Renewal

9. Regulatory, Licences & Compliance (India)

- **Drone operations:** DGCA/Digital Sky rules, pilot certification, and drone-subsidy scheme compliance (if offering drone services).
- **Data protection (DPDP Act):** farmer & farm data handling; AgriStack alignment where applicable.
- **Business & tax:** LLP/Pvt Ltd; PAN/TAN; GST (services/SaaS attract GST); Udyam (MSME); DPIIT startup recognition.
- **Advisory standards:** responsible agronomy advice; hardware safety & standards.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / Lead Agronomist	1	1	1
Agronomists & field advisors	3	6	10
Data / analytics & tech	2	3	5
Sales & partnerships	1	3	4
Admin & support	1	2	2
Total	**8**	**15**	**22**

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0–3	Platform, team, demo plots, first partnerships
Prove	Month 3–6	ROI demonstrated; first paying acreage
Traction	Month 6–12	Acreage ramp; break-even nears
Scale	Year 2	FPO/estate contracts; hardware & monitoring
Growth	Year 3	~30,000 acres; strong renewals

12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. They are not projections of guaranteed results. Adoption ramp and per-acre economics drive the model.

12.1 Project cost & means of finance

Capital requirement	₹
Platform/app & data development	10,00,000
Sensors, drones & field kit (or partner)	8,00,000
Office, IT & setup	3,00,000
Branding, demo plots & marketing	4,00,000
Working-capital buffer	5,00,000
Total project cost	**30,00,000**
Promoter contribution	12,00,000
Term loan / angel finance	18,00,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Advisory subscriptions (per acre)	22,00,000	45,00,000	70,00,000
Soil testing & monitoring	8,00,000	18,00,000	25,00,000
Hardware, drone & partner income	5,00,000	12,00,000	15,00,000
Total revenue	**35,00,000**	**75,00,000**	**1,10,00,000**
Salaries (agronomy/tech/field)	22,00,000	40,00,000	58,00,000
Data, platform & hardware costs	6,00,000	11,00,000	15,00,000
Marketing & demo	3,50,000	6,00,000	8,00,000
Office, travel & overheads	3,60,000	6,00,000	8,50,000
Interest on loan	1,80,000	1,40,000	90,000
Total expenses	**36,90,000**	**64,40,000**	**90,40,000**
Net profit (before tax)	**−1,90,000**	**10,60,000**	**19,60,000**
Net margin	Invest (loss)	14.1%	17.8%

12.3 Unit economics & break-even

- **Per acre:** subscription fee vs. delivery cost (agronomy + data); economics improve with acreage density & retention.
- **Farmer ROI:** yield/input-saving uplift must clearly exceed the fee — the adoption & renewal driver.
- **Break-even:** around month 14–18 as acreage scales (Year 1 is an investment year); FPO/estate contracts accelerate it.

12.4 Projected Cash Flow — Year 1 (quarterly, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	5,00,000	3,20,000	2,60,000	2,90,000
Collections	5,00,000	8,00,000	11,00,000	11,00,000
Operating outflows	6,45,000	8,25,000	10,25,000	10,45,000
Loan EMI	35,000	35,000	45,000	45,000
Closing balance	**3,20,000**	**2,60,000**	**2,90,000**	**3,00,000**

> Revenue is seasonal (crop cycles) and adoption builds gradually; Year 1 invests in proof & team. The buffer covers the ramp; FPO/estate contracts and renewals turn the model profitable from Year 2.

12.5 Key Performance Indicators to Monitor

- **Adoption:** acres under advisory; farmers; renewal %.
- **Impact:** yield/margin uplift delivered (ROI).
- **Economics:** revenue per acre; delivery cost per acre.
- **Growth:** FPO/estate contracts; hardware attach; churn.

13. Funding Requirement & Bankability

Total ask: **₹18 lakh (term loan / angel)** against ₹12 lakh promoter contribution. As a tech-enabled service with a Year-1 investment phase, it suits a blend of term finance and/or angel funding (DPIIT startup benefits, agri-tech grants). Year-2 net profit ~₹10.6 lakh restores healthy debt service; demonstrated ROI, retention and FPO/estate contracts underpin bankability and any equity raise.

13.1 Funding utilisation

Use of funds	₹	% of total
Platform/app & data development	10,00,000	33%
Sensors, drones & field kit	8,00,000	27%
Working-capital buffer	5,00,000	17%
Branding, demo plots & marketing	4,00,000	13%
Office, IT & setup	3,00,000	10%
Total	**30,00,000**	**100%**

14. Risk Analysis & Mitigation

Risk	Mitigation
Slow adoption / low willingness-to-pay	Demo-plot ROI proof; affordable pricing; FPO/estate contracts
Advice-quality / crop outcome risk	Validated agronomy; localisation; measurement & feedback
Seasonality & churn	Multi-crop coverage; renewals focus; annual plans
Tech/data reliability	Robust platform; data-source redundancy; field validation
Regulatory (drone/data)	DGCA & DPDP compliance; scheme alignment

15. SWOT Analysis

Strengths Recurring per-acre revenue; clear farmer ROI potential; scalable; scheme & tech tailwinds.	**Weaknesses** Adoption & trust ramp; Year-1 investment; agronomy & data dependent; seasonal.
Opportunities FPO/estate scale; drone & AgriStack schemes; high-value crops; data moat.	**Threats** Adoption inertia; free input-company apps; funding cycles; regulation.

16. Recommended AiSevak Tools for This Business

This precision-farming service would use AiSevak's Agri-Tech vertical tools in delivery:

- **Advisory ops:** per-acre-subscription, farm-onboarding, advisory-delivery and ROI-tracking tools.

- **Tech & compliance:** drone/DGCA, DPDP-data and DPIIT/startup tools (with Legal & Finance verticals).
- **Practice:** Business Plan, per-acre unit-economics and Break-even tools to model adoption.

17. Key Assumptions & Notes

- Tech-enabled advisory + hardware/monitoring; per-acre subscription is the recurring base.
- ~5,000 acres (Yr 1) to ~30,000 (Yr 3); Year 1 is an investment year, profitable from Year 2.
- Loan/angel finance ~11% p.a. (if debt); GST on services/SaaS; DGCA & DPDP compliance for drones/data.
- Demonstrated farmer ROI, adoption/retention and FPO/estate contracts are decisive; figures exclude GST.

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