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| **Business Model Canvas** | | UFC/PITCHDECK | | |  | | Sirraf corporation |  | 25/09/2026 |  | 2.00 |
|  |  |  | | | | |  | |  | | |
| **Key Partners** | **Key Activities** | | **Value Propositions** | | | **Customer Relationships** | | | **Customer Segments** | | |
| T**echnology Providers**: AI developers, solar tech providers, IoT connectivity services.  **Agricultural Extension Programs**: Government agencies and NGOs promoting smart agriculture.  **Pheromone Suppliers**: Companies producing eco-friendly lures.  **Manufacturers**: Hardware producers for trap components and solar panels.  **Agritech Distributors & Resellers**: Regional partners to scale sales and servicing.  **Cost Structure**  **Technology development**: AI infrastructure and software maintenance.  **Customer support & service operations**.  **Marketing & partnerships**.  **Logistics & inventory**: Warehousing and supply chain management.  **Compliance & security**: Ensuring safe transactions and data protection. | **Hardware Assembly & Integration**: Smart trap production, solar panel integration.  **AI & Data Processing**: Image recognition, pest identification, analytics platform updates.  **Software Development**: Mobile app, dashboards, alert systems.  **Customer Support & Maintenance**: Troubleshooting, data training, firmware updates. | | **Smart, Automated Pest Monitoring:** 24/7 detection and species-level identification.  **Eco-friendly and Non-chemical:** Pheromone-based approach reduces pesticide use.  **Cost Savings:** Early detection reduces crop losses and unnecessary spraying.  **Real-Time Data and Alerts:** Actionable insights via mobile app or dashboard.  **Off-Grid Capability:** Solar-powered, reliable even in remote rural areas.  .**Revenue Streams**  **Service fees**: Charges for AI diagnostics and expert consultations.  **Commission on repairs**: A percentage from repair transactions.  **Spare part sales**: Revenue from marketplace transactions.  **Subscription plans**: Premium memberships with exclusive features.  **Ad placements**: Partner companies showcasing their products on the platform. | | | | **Self-Service:** App-based dashboard for autonomous monitoring.  **Automated Support:** Alerts, AI chatbots, and pest outbreak predictions.  **Expert Assistance:** Virtual consultations with agri-tech support teams.  **Community Learning:** Farmer network for shared insights and peer recommendations**.** | | **Smallholder Farmers:** Especially in pest-prone regions.  Commercial Farms **& Plantations:** For high-volume crop production.  Greenhouses & Vertical Farms: Sensitive to pest outbreaks and losses.  **Organic Farms:** Need for non-chemical, smart solutions.  Export-Oriented Producers: Who must meet pest control documentation standards.  **Government & Development Projects:** For national-scale agricultural surveillance**.** | | |
| **Key Resources** | | **Channels** | |
| **Physical:** Production facilities, distribution hubs, logistics network.  **Intellectual:** Proprietary AI algorithms, software platform, brand assets, patents.  **Human:** AI engineers, agricultural entomologists, support staff, field technicians.  **Financial:** Seed investment, grants, and strategic partnerships**.**  . | | **Direct Sales:** Website and mobile app for product sales and subscriptions.  Distributors & Agritech Retailers: For rural market access.  **Agro-Expos & Demonstrations:** Hands-on promotion to farm owners and cooperatives**.**  . | |
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