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|  |  | *Designed for:* | *Designed by:* | *Date:* | *Version:* |
| **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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