Cropin Farmer App

Product Strategy

Jan 19 - Mar 19

Introduction

Below is the strategy for a farmer facing app and supply side app of Cropin. The ideas aim to find the best possible product strategy to build a farmers app, considering all the constraints.

Strategy

Vision

- AcreSquare || KISSO Vision

A Farmer first app which provides **critical & actionable** insights to all the stakeholders and a **seamless communication channel** between these stakeholders & **digitizing** all **farming activities** at scale.

Inspiration: Farmer Connect

As a farmer, I want to connect with my farming community and get expert advice.

Overall Industry Segmentation

- Agriculture Industry Segments

Potential Market

- Potential KISSO Market

Market Size of the farmers across the world
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