

Kishan Retail Sathi (KRS)

Business Model Canvas

Structured to showcase the disruptive nature of your "Farm-to-Fork" startup.

Customer Segments: Key groups of people or organizations your business serves.

- **Marginal & Smallholder Farmers**
- **Direct Consumers**
- **HORECA**(Hotels, Restaurants, and Cafes) **Clients:**
- **Retail Franchisees**
- **Tender and Vendor.**
- **Export**
- **Q-Commerce & E-Grocery**

Value Propositions: The unique value your product or service delivers to customers.

- **Fixed MSP for Farmers**
- **Farm-to-Fork Transparency**
- **Zero Middleman Model**
- **Extended Shelf-Life**

Channels: How your business reaches and delivers value to customers.

- **KRS Android/iOS App**
- **Branded Retail Outlets**
- **Sathi Representative Network**
- **B2B Distribution Network**

Customer Relationships: How you interact and build long-term relationships with customers.

- **Full Digital Ownership**
- **Community Engagement**
- **Personal Sathi Support**
- **Brand Loyalty**

Revenue Streams: How the business generates income from its customers.

- **Direct Retail Sales**
- **Franchise Fees**
- **B2B Supply Contracts**
- **Value-Added Services**

Key Resources: Essential assets needed to deliver the value proposition.

- **Technology Platform**
- **Physical Infrastructure**
- **Expert Core Team**
- **Farmer Network**

Key Activities: Core actions required to operate the business model.

- Supply Chain Management
- Market Intelligence
- Tech Development
- Infrastructure Rollout

Key Partners: External partners that help the business operate effectively.

- Infrastructure Partners
- Village Panchayats
- Logistics Operators
- Financial Institutions

Cost Structure: Major costs required to operate the business model.

- Operational Expenses
- Infrastructure Investment
- Platform Maintenance
- Staff Salaries