

AGRISENSE

TEAM: MITHILA CODERS



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AI-Powered Farm Assistant and Direct Marketplace

📍 Janakpur, Madhes Province, Nepal

"Daily guidance, in the farmer's language, from sowing to sale.."

Helping smallholder farmers make better crop decisions, diagnose plant disease, and sell directly to buyers.

1. PROBLEM <ul style="list-style-type: none">Smallholder farmers make critical crop and investment choices without data on soil suitability.Farmers lack guidance during the growing cycle, leading to massive, preventable yield losses.Delayed disease diagnosis and opaque, middleman-controlled pricing squeeze farmer profit margins.	2. SOLUTION <ul style="list-style-type: none">Delivers hyper-localized, daily field guidance from sowing to sale via an accessible voice interface.Generates tailored crop plans based on farm boundary mapping, real-time weather, and soil data.Provides instant photo-based disease diagnosis and a direct-to-buyer marketplace to eliminate middlemen.	3. UNIQUE VALUE PROP <ul style="list-style-type: none">Nepal's only platform combining daily AI guidance, multilingual voice support, and a direct marketplace.Delivers fresh, field-specific recommendations throughout the crop lifecycle rather than passive information.Empowers low-literacy smallholders by providing full interface and voice capabilities in local languages, including Maithili.
4. CUSTOMER SEGMENTS <ul style="list-style-type: none">Smallholder farmers in rural Nepal cultivating major staples (rice, wheat, maize) and high-value vegetables.Local vendors, commercial bulk buyers, agri-NGOs, and municipal government extension programs.Tech-fluent young farmers, returnee migrants, agricultural cooperatives, and local agrovets.	5. CHANNELS <ul style="list-style-type: none">Google Play Store discovery, targeted Facebook farmer groups, and localized Nepali/Maithili video tutorials.High-touch WhatsApp and Viber community onboarding tailored for agriculture cooperatives and formal farmer groups.Local agri-cooperatives, village haat bazaars, strategic agrovet partnerships, NGO tie-ups, and community radio broadcasts.	6. KEY METRICS <ul style="list-style-type: none">Number of farmers who successfully complete one full crop cycle using AgriSense.Volume of automated disease diagnoses, generated crop plans, and completed marketplace transactions.Sticky usage and repeat engagement rates across the planting, growing, and selling stages.
7. REVENUE STREAMS <ul style="list-style-type: none">Freemium subscription model, with the first crop cycle free and paid plans afterward.Marketplace commission on direct farmer-to-vendor sales.Vendor, bulk-buyer, NGO, and government licensing in later phases.	8. UNFAIR ADVANTAGE <ul style="list-style-type: none">Strong local fit through Maithili voice support and Madhesh-grounded farming context.A full-cycle platform that covers planning, support, diagnosis, and sale instead of only advisory.A working MVP already exists, showing execution strength and product credibility.	9. TRACTION & ROADMAP <ul style="list-style-type: none">Functional MVP deployed with live farm mapping, authentication, and soil/weather integration.Prioritizing validation simplification, willingness-to-pay testing, field onboarding, and cooperative partnerships.

Daily Crop Intelligence Fresh Guidance Every Morning	Voice-First Built for Low Literacy Farmers	Direct Farmer Sales Sell without Middlemen	Full-Cycle Retention Measured from Plan to Harvest
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WHY NOW?

- Farmers still depend on guesswork, infrequent extension visits, and biased agrovet advice.
- Language and literacy barriers keep many smallholder farmers out of digital agriculture tools.
- With smartphones and 4G now widespread, there is a real opening for practical, voice-first farm support.

OUR STRATEGIC MISSION

Elevating smallholder incomes and eliminating yield losses in Nepal through daily, localized agricultural guidance and direct-to-market access in native regional languages.



AMCHAM
The American Chamber of Commerce in Nepal

