

# PRODUCT PROMOTION

## CHANNELS:

- Organization of a scientific and practical conference with a presentation of the application at VNAU.
- Advertising in social networks.
- Annual events for agronomists.

## MAIN COMPETITORS

- Cropio App;
- Digital AgroTech MHP;
- SAS powered by Cropwise;
- AgroDeal Pro.

## COST STRUCTURE

- The payback period of the application is 9-12 months.
- The price of the product is 12,000 Euro.

# USER SEGMENTS



- Small and medium-sized farmers;
- households;
- owners of land plots (shares).

## PROFIT

The annual subscription fee for farmers will be 25 euro.

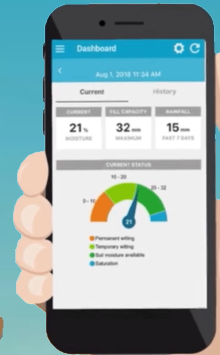
- Commission fees for rental services – 2%.
- Commission on labor redistribution contracts of enterprises – 1%.
- Revenue from advertising of products for agricultural production – 3%.
- Business model B2C – interaction between business and the end consumer.

**Ukraine, Vinnytsia, str. Sonyachna 3,  
tel. +38 (0432) 55-60-95, 55-60-96  
e-mail: vnaunauka2021@gmail.com**

**<https://vsau.org/nauka/startap-proekti-vnau>**



# AGROLAND



# AGROLAND - agricultural business in your smartphone

The idea of our mobile application is to improve the data analysis in the field of crop production, which might take care of the farmer's problems.

## BENEFITS

- Increase in productivity.
- Increase in performance.
- Increase in the profitability of doing business.
- Consultations on conducting agricultural operations from practitioners and scientists in this field.

## USER PROBLEMS THAT THIS APPLICATION SOLVES

- Simplifying the work of farmers thanks to the storage of analytical data of the company's activity in the application.
- Automatic formation of enterprise activity indicators.
- Simplification of the procedure for renting agricultural machinery.
- Interaction between farmers regarding the exchange of information on the purchase of machinery, seeds, means of protection, etc.
- Control over the condition of crops, determination of plant diseases.
- Recommendations on the use of plant protection products, fertilizer application rates, accuracy of area calculation, crop yield.

The mobile application will provide information as to renting equipment, hiring workers, selling products and consulting practitioners and scientists.

## OUR TEAM



**INNA HONCHARUK**  
Doctor of Economics, Professor  
project manager



**INNA TOMASHUK**  
PhD in Economics  
economist



**DANIL STADNIK**  
IT-manager



**SOFIIA KHYTRYK**  
promoter



**KATERYNA FEDOROVA**  
programmer



**VIKTORIA KRAVETS**  
web designer

