

MAKER: VeggieFactory

Dr. Hugh Jack P.E., Western Carolina University

Dr. Jack is not the author. The abstract has been submitted on behalf of a student team.



Veggie

Factory

Farm Fresh Vegetables

VeggieFactory Pitch Deck

Delivering Farm Fresh Vegetables

Problem

Unavailability of outlets offering **fresh, hygienic vegetable at cheapest price** in every **economic zone**.

Unavailability of regular updates of market price and lack of time and availability.

Farmers are suffering on a large scale poverty because of all the middleware vendors.

Hence,

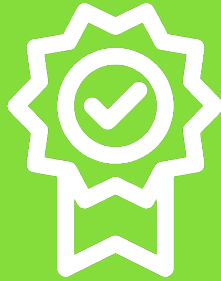
Food we eat = Stocked Food + High Price + Farmer's vain

Solution

Our Factory provides fresh, hygienic vegetables at cheapest price in every economic zone and creates the best marketplace for farmers



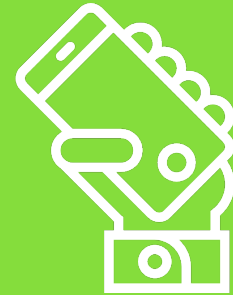
**Fresh
hygienic
vegetables**



**Quality
products
at competitive prices**



**One stop
solution
for vegetables**



**BOTs + Apps
for the entire
vegetable market**

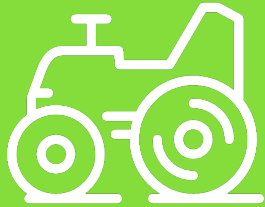
Market



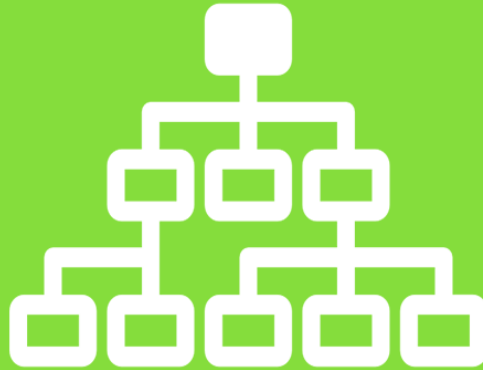
Existing

- **E-commerce**
Like Bigbasket,
Grofers
& others
- **Market HUB**
- **Retailers**
- **Small scale vendors**
- **Mall, Super Stores**

Traditional Operations



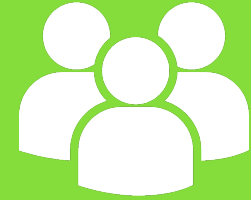
Collect the farm
produce from farmers



Vendors Network



Restaurant

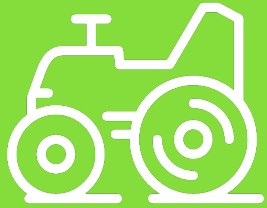


Individuals

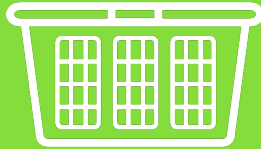


Super stores

Operations



Collect the farm
produce from farmers



Cleaning,
Steaming
and sorting



Our
technologies



Restaurant



Vegetable Truck



Super Stores

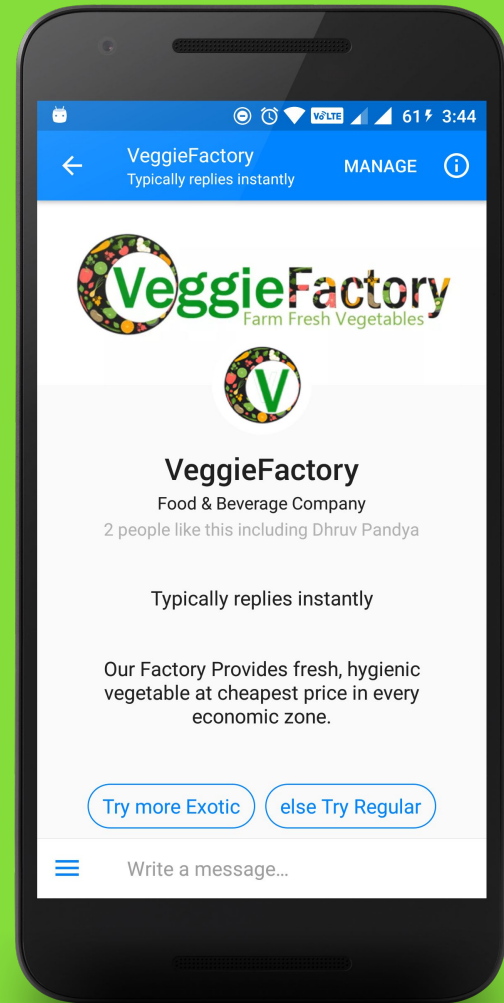


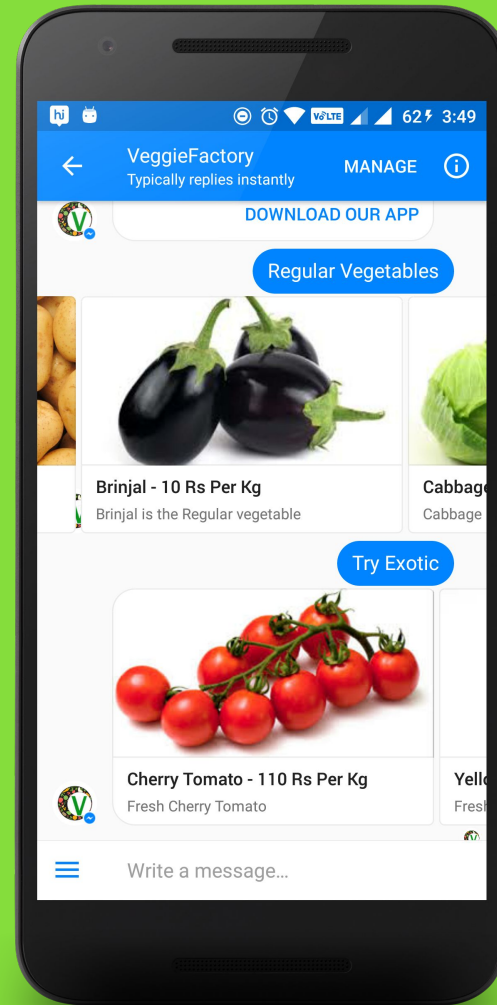
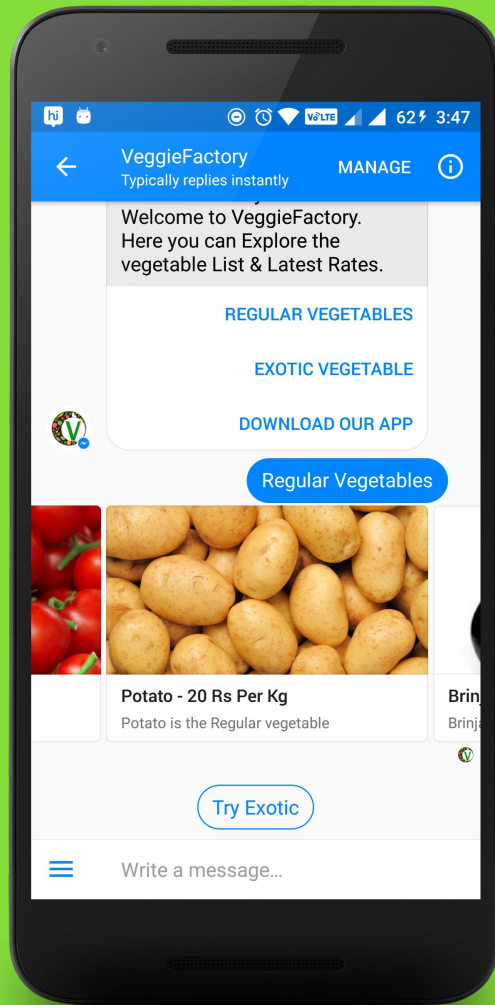
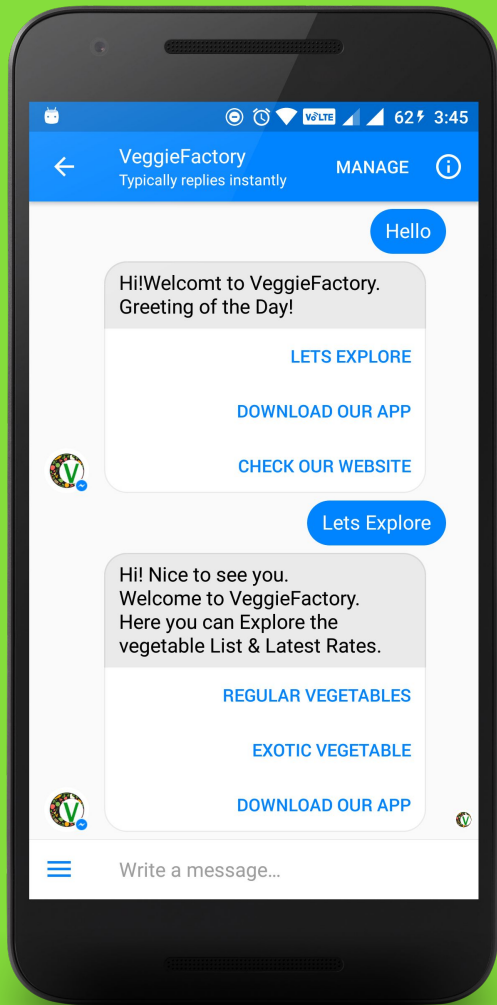
Products

Mobile App
Facebook Bot

Facebook BOT

Regular and Exotic VeggieList,
Daily Vegetable Rates,
Push Notifications

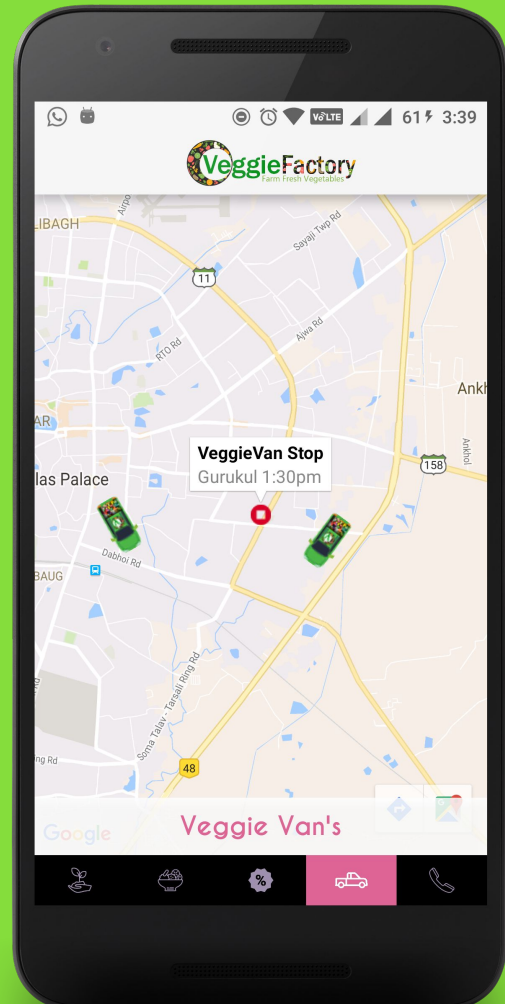
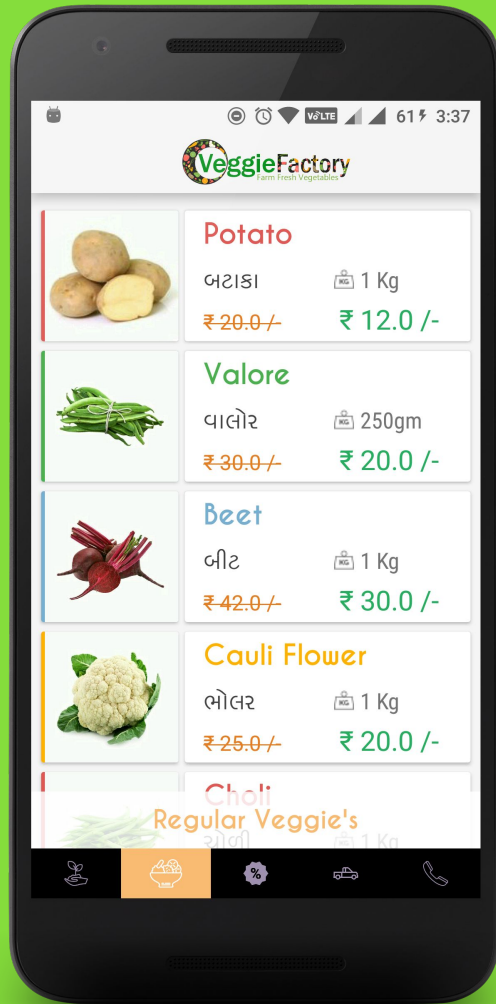




Mobile App

**Regular and Exotic VeggieList,
Real-time veggie truck location,
Daily Vegetable Rates,
Push Notifications**





Revenue Generation

For e.g.

1 Kg Potato

MFP - 3 Rupees/Kg

OFP - 6 Rupees/Kg

MSP - 15-20 Rupees/Kg

SP - 12 Rupees/kg

25-35% Margin

In every vegetable

Business Model

We can cover net 25% margin over monthly business with Veggie Truck (Retail model)

We can cover net 15-25% margin over monthly business with Restaurant market.

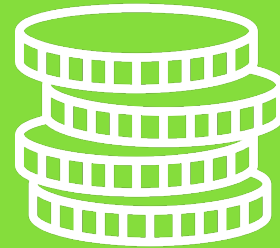
Competitive Advantage



**First
In market**
(A new tinker
with
Enthus & SCM)



**Uplifting
the life of farmer
as good as they
do**



**Affordable
price
which leads to
customer
engagement**



**Innovative
solution
with Smart SCM
& technology**



www.veggiefactory.in

fresh@veggiefactory.in

Also available on

