



# FariConnect

**From Our Farm to Your Door.**

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An online farm market aimed at providing easy and reliable access to fresh local produce to busy professionals, the elderly, persons with disabilities and restaurants whilst contributing to the sustainable livelihoods of youth & the disability community.





# AgriConnect Business Canvas

15-Apr-2016

<b>Key Partners</b> <div>Local Farmers</div> <div>International Fund for Agricultural Development</div> <div>National Youth Service</div> <div>Social Development Commission</div> <div>Rural Agricultural Development Authority</div>	<b>Key Activities</b> <div>Distribution &amp; Delivery</div> <div>Order Acquisition &amp; Management</div> <div>Marketing &amp; Quality Control</div> <b>Key Resources</b> <div>Office Space</div> <div>Office Supplies</div> <div>Transportation</div> <div>Human Resources ( 10-12)</div> <div>Tools: Mobile Card Payment Machines</div>	<b>Value Proposition</b> <div>Easy and reliable access to fresh local produce.</div> <div>Contribute to increased inclusion and employment among at-risk youth and persons with disabilities.</div> <div>Contribute to the SDGs #11 – Sustainable cities &amp; communities; #8 – Decent work and economic growth; and #10 – Reduced Inequalities; and #3- Good Health &amp; Wellbeing</div> <div>Building Brand Jamaica &amp; Vision 2030</div>	<b>Customer Relationship</b> <div>Casual</div> <b>Channels</b> <div>AgriConnect Application</div> <div>Social Media</div> <div>Website</div> <div>Telephone</div>	<b>Customer Segments</b> <div>-Busy professionals.</div> <div>- Persons with limited mobility such as the disability community.</div> <div>- Restaurants</div>
<b>Cost Structure</b> <div>Fixed and Variable</div>	<b>Revenue Streams</b> <div>Membership</div> <div>Farm Produce Sales</div> <div>Premium Delivery Options</div> <div>Premium Application Options</div>			



We are asking for  
US\$20000 in  
exchange for 20%  
equity in our  
company.

Burn Rate = 1 Year

## AGRICONNECT

## 2016 Budget

INCOME		Jan	Total
<b>Sales</b>			
Farm Sales		1,200,000	14,400,000
Membership		100,000	1,200,000
Other			-
<b>Total Sales</b>		<b>1,300,000</b>	<b>15,600,000</b>
<b>Cost of Goods Sold (from details section)</b>			
COGS - Farm Sales		600,000	7,200,000
COGS - Membership			-
<b>Total Cost of Goods Sold</b>		<b>600,000</b>	<b>7,200,000</b>
<b>Gross Profit</b>		<b>700,000</b>	<b>8,400,000</b>
<b>Total INCOME</b>		<b>700,000</b>	<b>8,400,000</b>
EXPENSES		Jan	Total
<b>Operating Expenses</b>			
Packaging		25,000	300,000
Office Supplies		5,000	60,000
Rent		40,000	480,000
Salaries and Wages		100,000	1,200,000
Telephone		19,000	228,000
Travel		100,000	1,200,000
Utilities		55,000	660,000
Web Hosting and Domains		8,000	96,000
Other			-
<b>Total Operating Expenses</b>		<b>352,000</b>	<b>4,224,000</b>
<b>Non-Recurring Expenses</b>			
Furniture, Equipment and Software		1,400,000	1,400,000
Other			-
<b>Total Non-Recurring Expenses</b>		<b>1,400,000</b>	<b>1,400,000</b>
<b>Total EXPENSES</b>		<b>1,752,000</b>	<b>5,624,000</b>
<b>Net Income Before Taxes</b>		<b>(1,052,000)</b>	<b>2,776,000</b>
Income Tax Expense			-
<b>NET INCOME</b>		<b>(1,052,000)</b>	<b>2,776,000</b>



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Order Now

DISCOUNTS

For orders over  
\$5000JMD  
MEMBERS ONLY





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