

ZHALI Team (Zero Harvest Loss Initiative)

*How could we create youth employment opportunities
in changing city region food systems?*

From the main problem...

We are threatened by the storage of foods that imparts the food loss and waste...



BUT...

Why can't we prevent storage delay or reduce its indispensability?



Why can't we increase the proximities...?

A technological answer in a digitalized manner, gathering the crowd of youth in various domain and solving the challenge globally.....



Making sure nothing spends a second in storage and that none mourns for food shortage again....

And it is...

Solution...

- *A Mobile App that links rural horticultural producers to Urban consumers and investors through connecting Young farmer cooperatives in rural areas to a group of Young sales agents in Urban areas that have info about potential markets.*



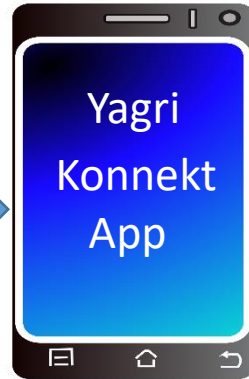
Challenges to address...

- Agriculture that is not profitable in rural areas.
- Uncertain markets
- Poor storage facilities
- Lack of info about potential markets
- Very low prices during the harvest time
- Traditional agriculture that is not appealing to youth (low profitability)

YAgriKonnekt Functioning system line...



Horticultural products-----
Storage facilities



Markets for horticultural products: Hotels, Supermarkets, Processing units, Agriculture Export Companies

Groups of youth in rural areas run horticultural products storage facilities and through a mobile application they connect to groups of youth in urban cities who have information about the potential markets for horticultural products.



**Both rural and Youth earn
money through commissions
or direct sales.**

Our Business Model Canvas.....

The Business Model Canvas		ZHALI	Date: 31 st August 2018	
<p><i>Key Partners</i></p> <ul style="list-style-type: none"> • Horticultural Farmers' cooperatives. • Agricultural Export Development Agencies (NAEB) • Youth In Agriculture Forums (RYAF) • Food Carrier Agencies. 	<p><i>Key Activities</i></p> <ul style="list-style-type: none"> • Creating database of farmer cooperatives. • Creating a database of potential horticultural products customers. • Developing the Mobile Application • Entering the Databases into the Mobile App. • Linking farmers' cooperatives to the existing storage facilities. • Renting more storage facilities. • Recruiting a team of young sales agents. 	<p><i>Value Proposition</i></p> <ul style="list-style-type: none"> • Quality horticultural products from trusted growers. • Well defined market for Horticultural products growers. • Proper storage facilities to maintain produce in a good condition until the prices are good at the market for profitable sales. • Additional revenue from commissions. • Quick and accurate information about the market using a Mobile Application. 	<p><i>Customer Relationships</i></p> <ul style="list-style-type: none"> • In person visit to customers (By sales agents) • Chats on mobile application. • Customer feedback forum. 	<p><i>Customer Segments</i></p> <ul style="list-style-type: none"> ✓ Agriculture Export Agencies. ✓ Hotels ✓ Supermarkets ✓ Agri-processing plants. ✓ Horticultural products growers. ✓ Input dealers
	<p><i>Key Resources</i></p> <ul style="list-style-type: none"> • Storage facilities • Mobile App developer • Team of young sales agents. 		<p><i>Channels</i></p> <ul style="list-style-type: none"> • Mobile Application that links sellers to buyers 	
<p><i>Cost Structure</i></p> <ul style="list-style-type: none"> • Storage facilities renting • App development and Hosting • Communication • Transportation 			<p><i>Revenue Streams</i></p> <ul style="list-style-type: none"> • Direct sales of products • Commission fees for linkages • Subscription fee to the Mobile App • Advertisement fee (for Input dealers) 	

Thank you.....