



Agroowave Technology Pvt. Ltd.



About Company

Agroowave Technology Pvt. Ltd. is working in the agriculture sector specializing in innovative farming techniques and sustainable agriculture practices.

Agroowave promotes precious farming, organic farming and eco-friendly agricultural practices. Agroowave is focusing on smart farming, Agri-tech solutions and agricultural automation.

We are going to introduce an B to B E-Commerce Market Place for retailers.



Meet our team

Akhand Pratap



Director/Founder/CEO
Education – MCA
12 year Exp. in IT and 5 year
exp. In Agri field.
Expertise – Software
Services and Farming.

Neetu Yadav

Managing Director/
Co-Founder
Education – M.A.
Expertise – strategy
Planning

Sant Kumar

Designation - CMO or
chief marketing officer
Education – M.Sc. (Seed
Technology), MBA
5 Years Exp. in Agri Sector.
Expertise – In Sales and
Marketing.

Gajraj Singh

COO or Chief Operating Officer.
Education – B.Sc. (Ag.)
35 Years Exp. in Agriculture Company
National Seeds Corporation Ltd.

Expertise – Seed Processing, Area
manager, Unit Manager, Production
Manager, and Crop Inspection.

Vrun Kumar

Designation - Marketing Officer
Education – MBA
3 Years Experience in Agri Sector.
Expertise - In Sales and Marketing.

Problems



Harmful Chemical Usage

Farmers and middle men use many harmful chemical and pesticides on products that are very harmful to health of people. The use of chemicals and pesticides in crops is a big problem. It is very harmful for the land and the health of consumers.



Limited Crop Cycles

80% Farmers are not able to take more than two crops in a single year. So because of this farmers are not able to earn more profit. weather is big problem destroy crops.



Indirect Farmer-Consumer Link

Farmer sells products to middle men. Middle men charge high service cost like commission, labor charge, transport charge etc. so farmer do not get good price of their products. By this consumer buy products at high market price. Neither does the farmer get the right price for his crop nor does the consumers get low cost fresh food items.

Solutions



Solution

We promote Organic farming, Precious farming and hydroponic farming. We promote chemical and pesticide free crops production.



Solution

We provide an E-Commerce Market Place. This is B to B online market place.

We grow crops in controlled environment to save from weather.



Solution

We grow seeds of crops in controlled environment. so we save 20 to 25 day on crop. By using this process we save almost 2 month for grow an another crop. By this we grow 3 to 4 crops on farm in a whole year. We develop different different kind crop cycle for produce 4 crops in a single year.

Unique Selling Proposition



Optimized Crop Cyclese

We develop different kind crop cycles for produce 4 crops in a single year. By following this model we produce more yield.



Sustainable Farming

We promote Organic farming, Precious farming and hydroponic farming. We promote chemical and pesticide free crops production.



BToB Consumer Marketplace

We are going to provide an E-Commerce Market Place. This is B to B online market place where we sell own farms and contract farmers products.

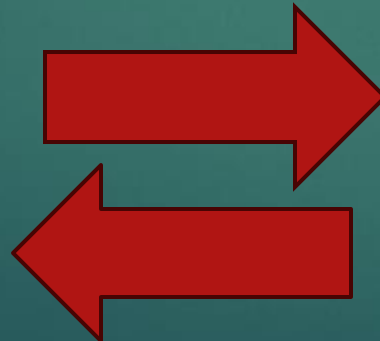
Business model

Business model is simple and easy. we grow organic agriculture products in agroowave high-tech farms and sell these agri products to customers.



Demand Side

- ▶ Retail Stores
- ▶ wholesaler
- ▶ Super Markets
- ▶ Own E-Commerce Market Place



Supply Side

- ▶ Agroowave Own Farms
- ▶ Agroowave Contract Fams
- ▶ Agroowave Contract Farmers

Market Size



- ▶ The agriculture market size has grown \$14,356.23 billion in 2024 worldwide.
- ▶ The Agriculture in India Market size is estimated at USD 372.94 billion in 2024.
- ▶ Expected to reach USD 473.72 billion by 2029, growing at a CAGR of 4.90% during the forecast period (2024-2029)
- ▶ **Agritech firms** in India present a US\$ 24 billion opportunity, although the market is still largely untapped (with only 1.5% penetration).

Source: web

Why Now & Competitors

Why Now

There is no Big Agritech company in this field currently . In Agritech field startups are in early stage so competition is low. Market is open.

This is right Time to enter in market in this segment. This segment at initial stage so we take first mover advantage.

Competitors

Currently in India around 30+ Agri startup running in different areas. our major Competitors are

- 1- Eeki Foods
- 2- Farmtheory
- 3- KisanKonnnect
- 4- Ninjacart
- 5- Otipy
- 6- Vegrow
- 7- Zatta Farm



Current Traction

Current Customers Status

- ▶ We have 100+ Retail stores that ready to buy products from agroowave.
- ▶ \$3568/day orders from single district.
- ▶ \$107031/Month Estimated sales from single district.
- ▶ These are recurring customers .



Currently Tech Status

- ▶ we ready to launch BtoB Market Place market fit.
- ▶ We also ready to launch BtoB android App.

Organic Farming Status

- We start organic farming on 5 Acre lease farm land.
- We looking new 50 Acres lease farmland. .



Financials Current and Projections

	Phase 1 Development	Phase 2 Prototype Test	Phase 3 Traction	Phase 4	Phase 5
TIMING	August	September	October	November	December
OBJECTIVE	Business and product development	Product Market Fit Gut-Check	Customers and land lease.	Finding new customer. Finding lease farming land.	Scale, marketing and promotion
BUSINESS KPIs	BtoB Market Place and Android App Development	30 Retails Store Customer test on market's product CAC-\$11.89 EBITDA-8%	5 Acer Lease Land and 100+ Customers	Start organic Farming on Agroowave lease Farming Land.	
PRODUCT ROADMAP	Website, Admin and Buyer Pannel	Website, App, E-Commerce store test	Farmers Contract		
FUNDING	\$4457 Self Fund	\$5950 Self Fund	\$13080 External Fund	TBD	TBD

Fund Flow

Particulars for Farming Operation	Amount (\$)	
Fund requirement	\$1 M	%
Farm Land	200000	20%
Polyhouse and Greenhouse setup	140000	14%
Technology Expense IT	50000	5%
Technology Expense Agritech	50000	5%
Farm Machinery	70000	7%
Seeds, Organic Fertilizers, Planting, Materials and Labour	150000	15%
Staff	100000	10%
Operational Expenses	80000	8%
Marketing and Promotion	80000	8%
Contingency Fund	80000	8%

Unit Economics of BtoB online market place operation

Unit/Customer	Amount \$	%
CAC	11.89	
Order /C	118.92/Day	
Platform Fee/C	11.89	10%
Expense	2.38	2%
Profit/C	9.51	8%

Contact

Agroowave Technology Pvt. Ltd.

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Thanks

for to giving your valuable time. if
you give your experienced feedback
we will feel glade.