

SoulSoil

Remote Farming-as-a-Service
| Powered by AI
Delan V S – Founder



Problem

Urban and NRI populations want to invest in agriculture but lack:

- Access to land
- Farming expertise
- Trust in remote operations

Solution

SoulSoil enables users to:

- Lease land remotely
- Choose crops and methods (manual or AI-assisted)
- Monitor progress in real time
- Export or sell produce via app
- Reinvest via wallet system

Product Overview

1. User leases a plot via the app
2. Selects crop & method (own or AI-suggested)
3. Employees execute farming
4. Monitor growth via app
5. Export yield or sell in-app
6. Earn wallet credits to buy agri-products

AI-Powered Advantage

- Data-driven crop suggestions
- Predictive yield modeling
- Cost-efficient cultivation paths
- Real-time alerts on pests, water, weather

Market Opportunity

- Global AgriTech Market: \$20B+ and growing
- Organic food exports rising 12% YoY
- Urban farming interest up 40%
- SoulSoil taps into emotional investment + sustainability

Business Model

- Lease charges (monthly/seasonal)
- Crop export fees
- Agri-store commissions
- Future: B2B sales of high-demand crops

Go-To-Market Strategy

- Phase 1: Kerala & metro India
- Phase 2: NRI userbase (Gulf, US, UK)
- Phase 3: Global reach & branded crop exports
- Phase 4: SoulSoil global e-store

Tech Roadmap

- Q3 2025: MVP launch – Lease & monitoring
- Q4 2025: AI-based suggestions + wallet integration
- Q1 2026: Crop export, in-app marketplace
- Q3 2026: Blockchain integration for transparency
- Q4 2026: Global e-commerce store

Team + Ask

- Founder: Delan V S
- Looking for: Seed Funding – ₹1.2 Cr
- Use of funds:
 - App development & AI engine
 - Initial land acquisition
 - Staff hiring & pilot farming
 - Marketing & GTM activities