

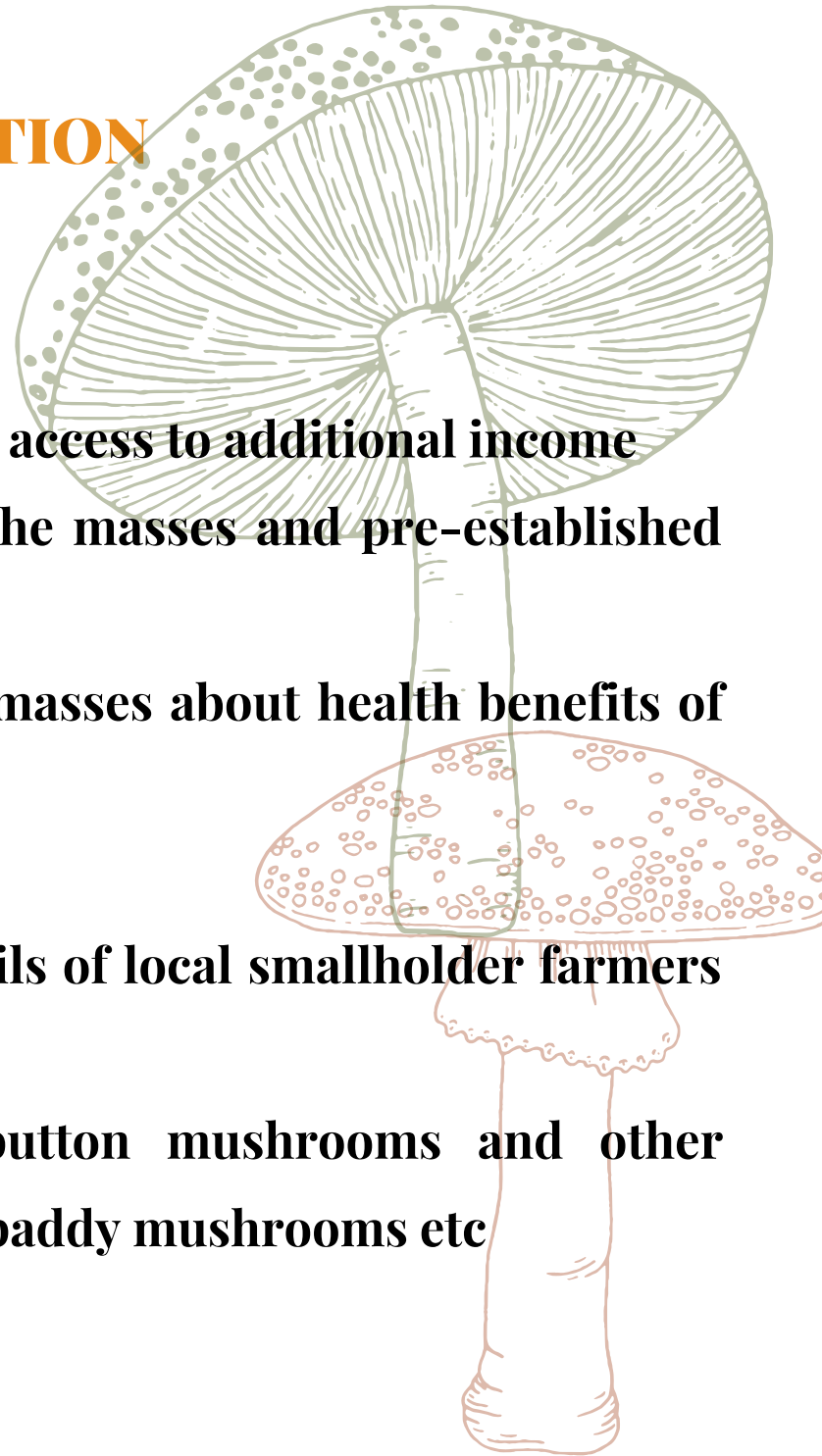
FINANCIAL AND COST ANALYSIS FOR

MUSHGRO



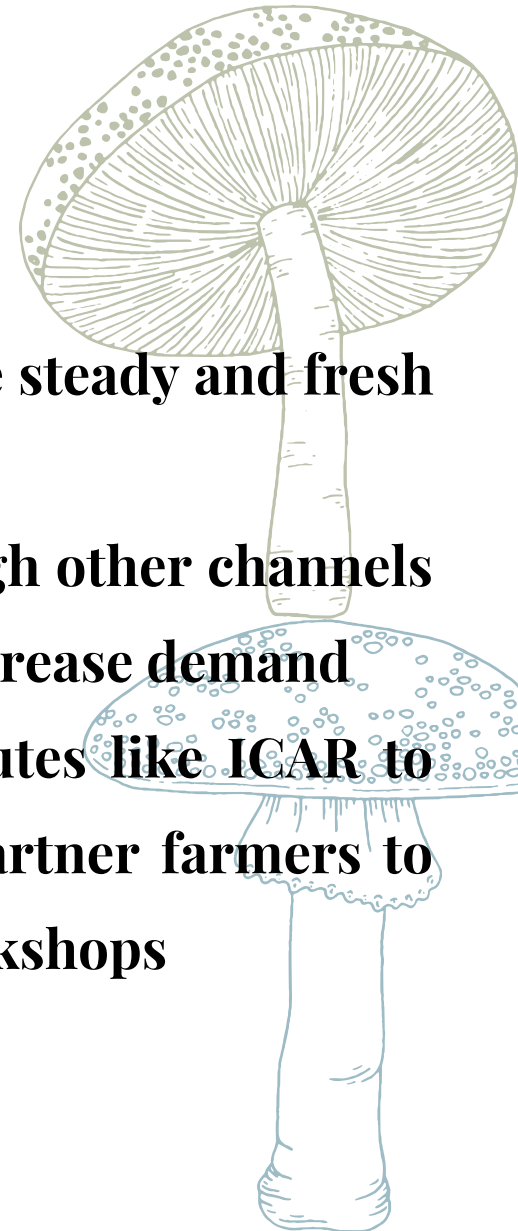
OUR VALUE PROPOSITION

- **Supporting female farmers and giving them access to additional income**
- **Increasing accessibility of mushrooms to the masses and pre-established customer base**
- **Running marketing campaigns to educate masses about health benefits of mushrooms**
- **Indoor and organic cultivation**
- **Increasing transparency by specifying details of local smallholder farmers cultivating the fungus for the customers**
- **Increasing production of both- white button mushrooms and other premium varieties like oyster mushrooms, paddy mushrooms etc**



OUR VALUE PROPOSITION

- **Sustainable packaging or lack of packaging**
- **Subscription model to eliminate ambiguity and ensure steady and fresh quality supply to customers and patrons**
- **Recipe ideas shared on the ordering portal and through other channels to increase knowledge about cooking practices and increase demand**
- **Extensive research and joint partnership with institutes like ICAR to maintain cultivation standards and techniques, all partner farmers to be provided with appropriate training and annual workshops**



TARGETED CUSTOMERS

Local Subscribers-

Locals in each city willing to subscribe to the premium mushroom service. Bi-weekly or Weekly delivery of mushrooms at doorstep

Modern Trade Markets-

Hypermarkets, Supermarkets and Malls willing to source produce locally in each city

E-commerce-

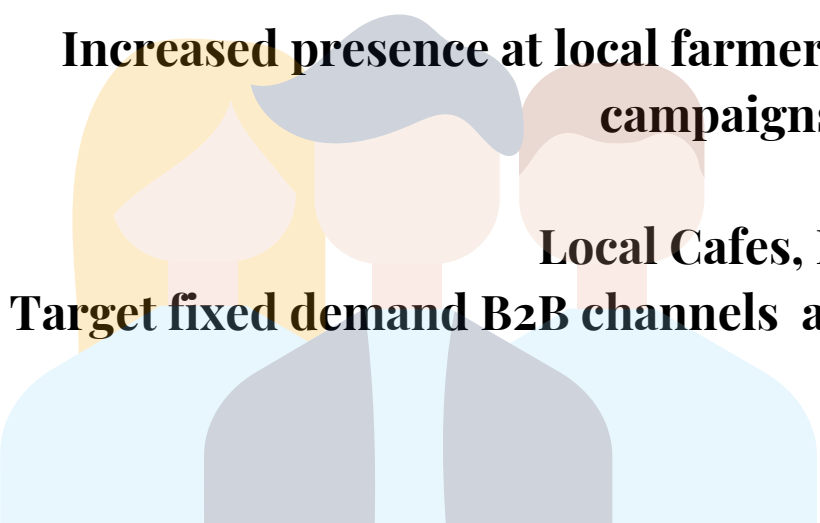
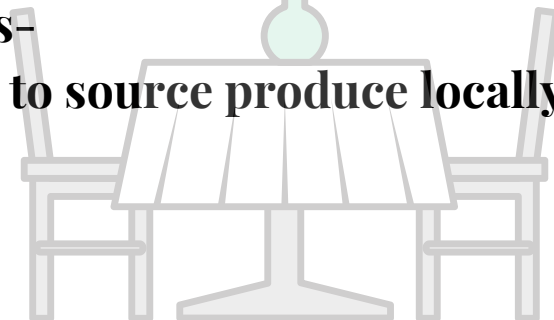
Customers buying vegetables through our own portal or other e-portals

Farmers' Markets-

Increased presence at local farmers markets, various nutrition and other information campaigns at local fairs and markets

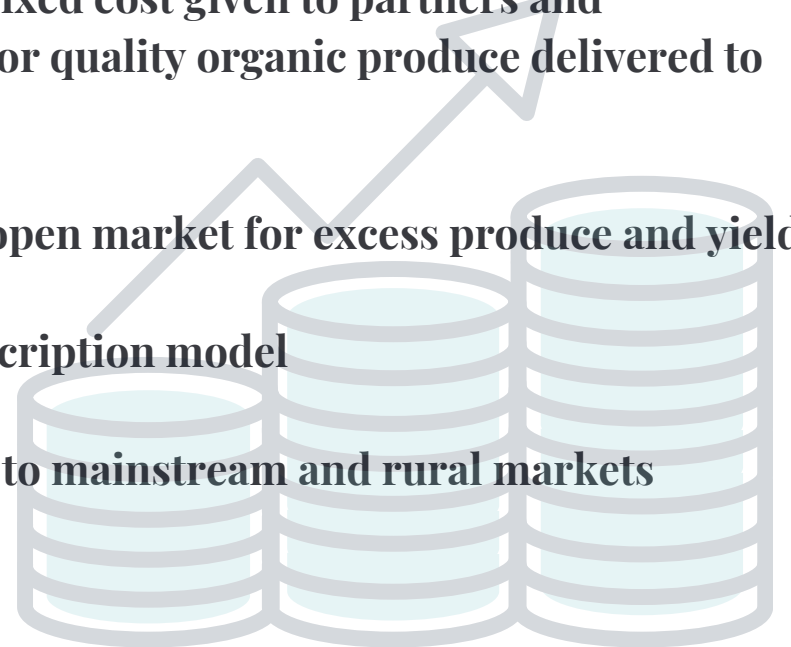
Local Cafes, Home Chefs and restaurants-

Target fixed demand B2B channels and small businesses willing to source produce locally

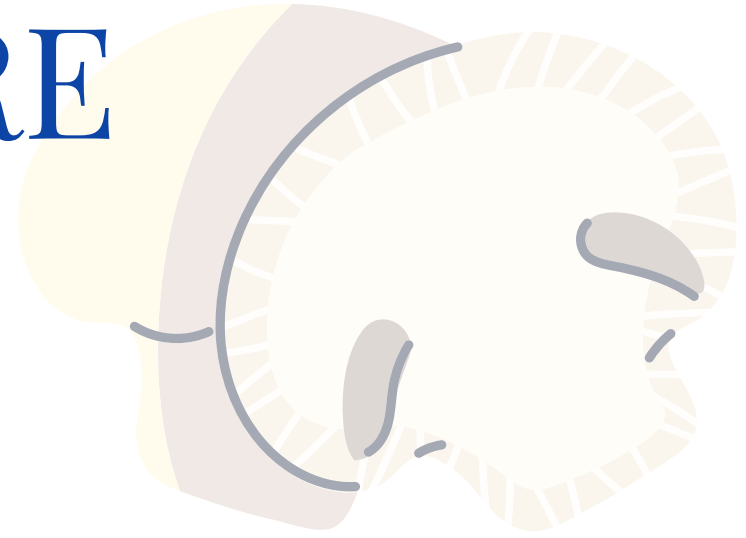


REVENUE STREAMS

- **Aim to maintain fixed cost through a subscription model for the targeted and specific customer base**
- **Demand-driven cost for excess supply to retailers and open market**
- **Leveraging subscription fees to build a customer base and retain capital for better production**
- **Sustain business by leveraging difference between fixed cost given to partners and convenience fee charged from niche customer base for quality organic produce delivered to doorstep**
- **Dynamic Pricing Model expected when serving the open market for excess produce and yield**
- **Primary and targeted customer base through a subscription model**
- **Aim to drive up demand by introducing the product to mainstream and rural markets**



COST STRUCTURE



VALUE-DRIVEN BUSINESS MODEL LOOKING TO MAXIMIZE UTILITY IN TERMS OF SMALLHOLDER FARMER LIVELIHOOD BY PROVIDING MARKETING OPPORTUNITY FOR A PRODUCT WITH UNTAPPED POTENTIAL

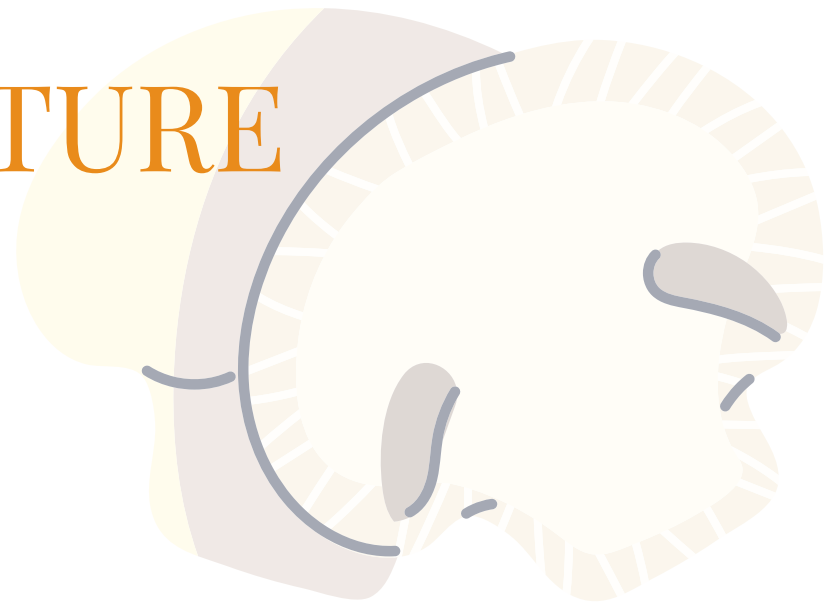
FAIR PRICE AND PROFIT MARGINS FOR FARMERS BY CUTTING DOWN MIDDLEMEN.

A SELF-SUSTAINING PROFITABLE SERVICE WITH LONG TERM CUSTOMERS AND GOALS TO DRIVE UP DEMAND AND PRODUCTION CAPACITY FOR THE PRODUCT

FIXED COST IS GIVEN TO FARMERS ON OFF-SEASON MONTHS OF DEMAND AND VARIABLE AND ADDITIONAL PROFITS DISTRIBUTED DURING HIGH DEMAND SEASONS LIKE WEDDINGS AND FESTIVALS



COST STRUCTURE



Establishing a dedicated customer base through a subscription model, growing premium high-quality mushrooms depending on demand from the niche customer base

Constant opportunity for innovation through research, partnership, and experiments in the production process

Complete support of resources and techniques and training provided to partner farmers in order to ensure quality produce and efficient cultivation and yield



BASIC COST OF SETTING UP MUSHROOM FARMS

Total cost of 1-acre Mushroom farming:

Permanent costs to set up mushroom production unit

Cost incurred towards construction of rooms – Rs. 30, 000

Cost of racks – Rs. 5, 000

Drums cost – Rs. 500

Cost of gunny bags – Rs. 1, 000

Grasscutter cost – Rs. 1, 000

Cost of Thermo hygrometer – Rs. 1, 100

Sand cost – Rs. 1, 000

Boiling vessel cost – Rs. 1, 000

Total – Rs. 40, 300

Recurring cost in Mushroom production

Cost of hay – Rs. 1, 000

Polythene bags cost – Rs. 100

Cost of spawn – Rs. 4, 000

Chemicals cost – Rs. 200

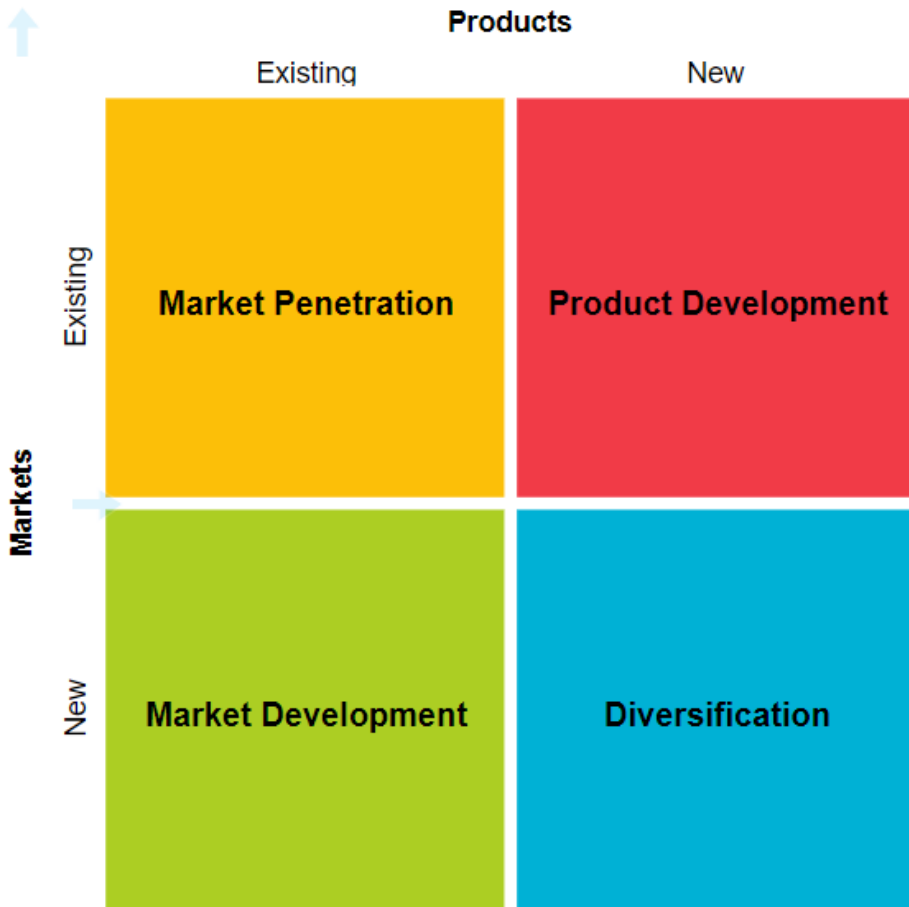
Cost of labor, electricity, and **irrigation** – Rs. 2, 000

Miscellaneous costs – Rs. 200

Total – Rs. 7, 500

DATA CREDIT: <https://www.agrifarming.in>

ANSOFF MATRIX



EXISTING MARKET FOR BUTTON MUSHROOMS IN CERTAIN AREAS OF THE COUNTRY- HIGHEST IN DELHI NCR AND MUMBAI

SUBSCRIPTION MODEL THROUGH LOCAL ORGANIC FARMS IN ORDER TO BOOST TRANSPARENCY AND FIND A PERMANENT CUSTOMER BASE

INTENSE MARKETING STRATEGIES AND CAMPAIGNS RUN IN ORDER TO BOOST DEMAND FOR THE PRODUCT AS A WHOLE. RUN CAMPAIGNS TO HIGHLIGHT HEALTH BENEFITS

DEVELOP MARKET FOR UNCOMMON TYPES OF MUSHROOMS THAT ARE EASY TO GROW BUT NOT AS FAMOUS AMONGST INDIAN CONSUMERS EG- OYSTER MUSHROOMS, PADDY MUSHROOMS

INFLUENCE MATRIX

victims-
smallholder farmers

consumers and
costumers in urban
areas

retailers and other
suppliers

regulatory bodies
and marketers

LEVEL OF IMPORTANCE

LEVEL OF INFLUENCE





THANK

YOU

