SAPT KRISHI
CONNECTING AGRI-DOTS

# SABJIKOTHI

We have impacted more than **5000 people** out of which **1000 are women** from the small-marginal farmer and street hawkers communities via our affordable and microclimatic storage “SABJIKOTHI”




## Nikky Kumar Jha

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# HEMA DEVI FROM BHAGALPUR MARKET SUFFERS A LOSS OF 30% TO 40% IN POTENTIAL INCOME

Perishability of F&V – 449 MMT 40% of Global production

Economical losses which accounts to $ 160 billion

Manpower losses and water loss while growing

Carbon Emission equivalent to 182 MMT of Carbon

# Our Products




Basic Portable model comes with two varieties




E-kart model for short distance




Cart model for street hawkers




Sabjikothi Jumbo Community storage for village level(1.5 tonn)

Can be powered by Solar Energy

Only 20 watts of Power

Have a battery backup of 3 days

Customized Modes for different kind of fruits and Vegetables.

Inside Sabjikothi Outside Sabjikothi



Tomato
10 Days

Spinach
5 Days

Beans
7 Days

Capsicum
10 Days

# Experimental Results

Safe

Easy

Eco-friendly

PATENTED

**More than 3 patents filed**

**Trade-secret generated**

**Trademark received**

**Third-Party Validation from Govt. Institutions**




# Moments of Gratitude

**9th Climate Solver Award by WWF India, 2021**

**Solved Champion Award by UNDP,UNV, India,2021**

**3M-CII Young Innovators Challenge Award, 2020**

# Value Proposition



**150%** increase in the income of small & marginal farmers



Reduction in waste by more than **30%**



Health benefits- kills deadly pathogens and makes food safe



Reduces Energy consumption by more than **80%**




S D G

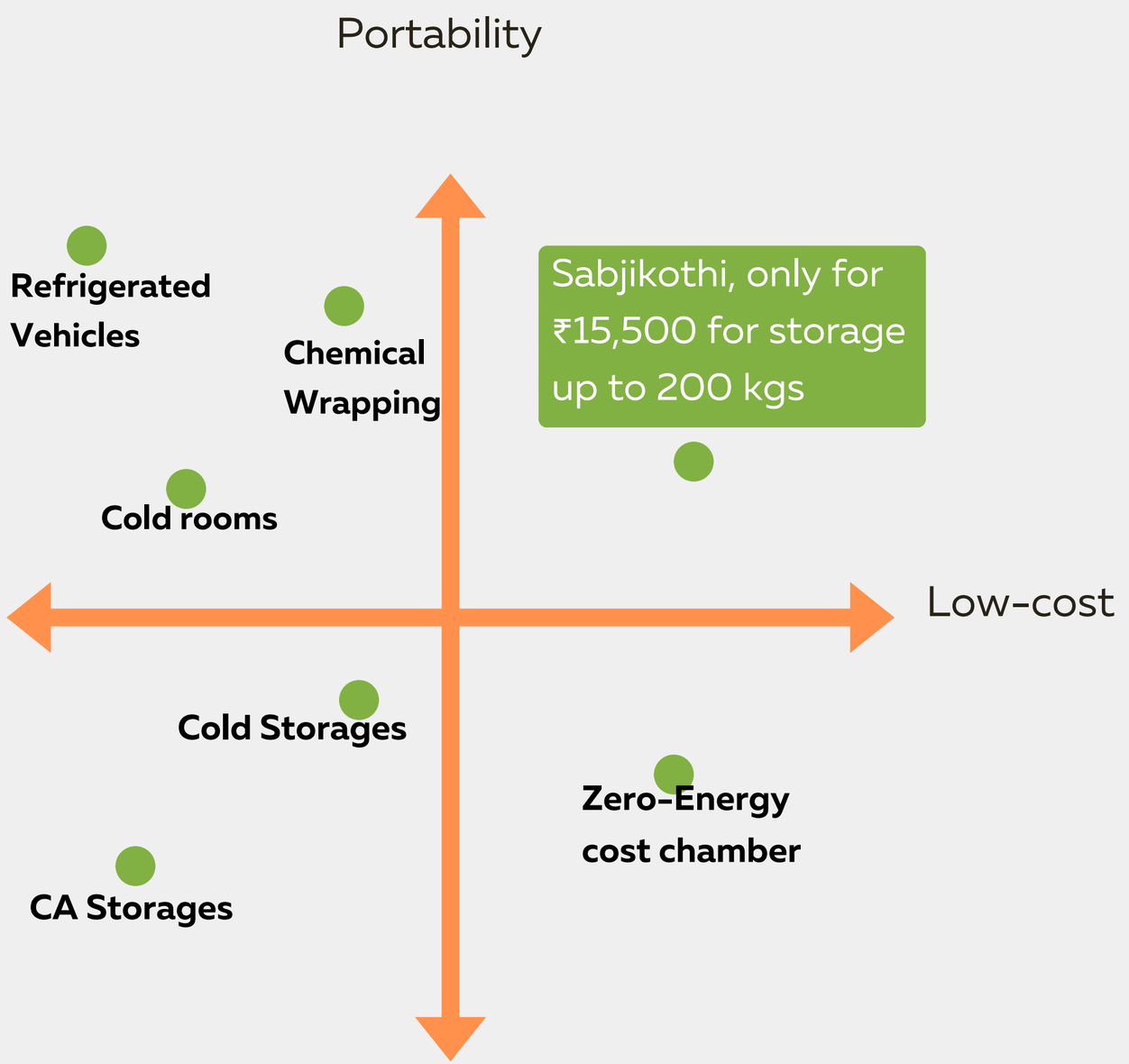
₹12,500 → $CO_2$ →

INVEST | OFFSET 1276.8 KG CO2 | PLANTING 60 TREES

" Every ₹1 spent yields an environmental return of ₹20 and a societal return of ₹5.

# Competition Analysis

Our vision is to become a unicorn but with our own matrix of impacting a billion lives and doing so, we will also aim to generate a billion-dollar revenue. This we will achieve by collaboration.



# Financial Projection & Deployments

**10+** STATES

**700+** DEPLOYMENT

**5000+** LIFE IMPACTED




*“ we are a cash positive company ”*

| | | |
|---|---|---|
| 01 | **Profit Margin** | **B2C : 52%** (50-55% customer ),<br>**B2B : 40%** (30-35 % customer)<br>**B2B2C: 30%** (20-25% customer ) |
| 02 | **1st financial year operation 55 lakh** | Building on our current achievements, we are now setting our sights on a **2 Crore target for this financial year.** |
| 03 | **700 units deployed** | Planning to deploy 70,000 to 80,000 unit in next 3 years |

# BUSINESS MODEL

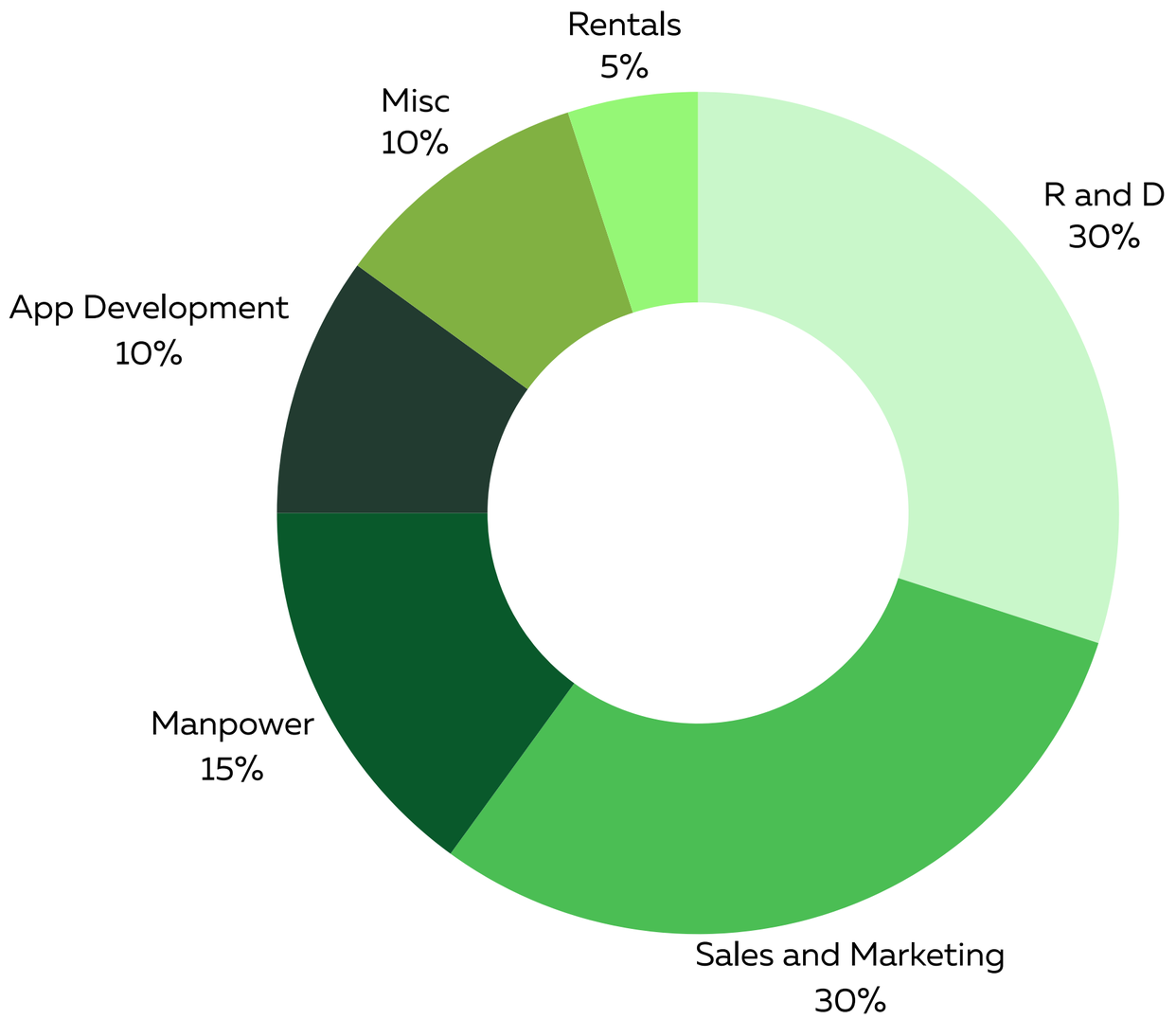
| | B2B Model (INVOLVING) | B2C Model (CURRENT) | B2B2C Model (FUTURE) |
|---|---|---|---|
| **Revenue Model** | NGOs, CSR initiatives, and foundations. | Small and marginal farmers, street hawkers, shopkeepers, vendors, hostels, and messes. | Sabjikothi Ambassador |
| **Profit Margin** | 30% | 55% | 20% |
| **GTM** | Collaboration to NGOs | listing our products to various Agri-related e-commerce platforms. | Creating a network of dealers and distributors all across the country. |
| **Scale up** | Social media platform. | Creating Awareness by providing demos | Self Dependency |

To impact more then 50k street hawkers, small-marginal farmers

# We Need INR 3.2 Crore

With this, we would be able to hit our revenue of more than 100 Crore in 2 years.

Net Avg. profit margin of **35-40%**



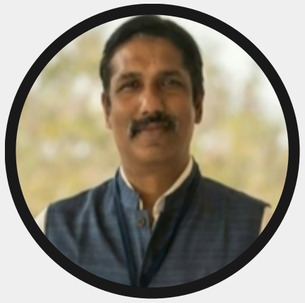
# Our Team




**Nikky Kumar Jha**
**(Paryavaran Ratna)**
**B.Tech, M.Sc, Research Scholar, IIT Kanpur**
**Co-founder & CEO**



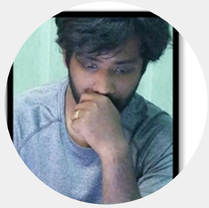
**Rashmi Jha**
**Biotechnologist**
**B.Sc, M.Sc, Finance Training**
**Co-founder & CTO**



**Prof. J Ram Kumar**
**Tech-Mentor**
**IIT Kanpur**



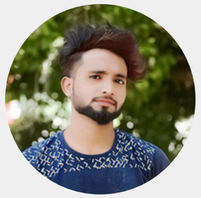
**Sourabh Tiwary**
**Marketing Head**



**Abhinav Sahai**
**Operations Head**



**Vikram**
**Product Head**



**Sourabh Sharma**
**Technical Associate**



**Sanjay**
**Product developer**



**Ali Usama**
**Design Consultant**



**Purva Bakshi**
**Manager**

# Our Mentors



**Ajay Muttreja,**
**Business Mentor**



**Anil Senghal**
**IIT Delhi**
**Emtex Engg**



**Prof. Amitabh**
**Bandopadhyay**
**IIT Kanpur**



**V Krishnamurthy**
**Finance-Mentor**



**Ann Molin**
**Founder**
**Hack for Earth Foundation**



**Rahul Patel**
**SIIC, IIT Kanpur**
**Advisor**





# “ **OUR HAPPY** CUSTOMERS “











*“We lost Hema Devi in Covid but “MANOJ” the son of Hema Devi using Sabjikothi and earning 170% more everyday.*

*Uplifting the hand that feed us all....*

# Thank You


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