

Nutri Go

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Problem statement

Getting and consuming unadulterated food has become a challenge even if we humans are willing to buy unadulterated food. Majority of the raw food items that we buy from the market – pulses, vegetables, milk Products etc., are adulterated or genetically altered which can potentially harm our health in many ways.



Solution

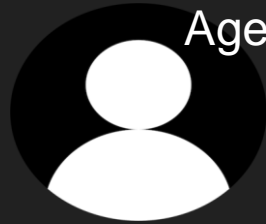
Manage cultivation of quality food through farmers

Sell the food in a customer or consumer friendly manner through Online/Retail/Franchising.

.Interface/MiddleMan to farmers and consumers

Customer profile

Profile



Age- above and around 24 years

Gender- male and female both can buy this product

Income level- Upper and middle class

Occupation-people who are planning to be healthy or people who are already health conscious

Cultural Background-Open for them until and unless they are in india.

Market research

Sources have shown that there are around 90 million people who are health cautious so they would like my idea.

On a good note, friends have said that it's a really good idea, as it has good direction planned by very experienced people in this field. This will be catchy to the consumers.

On the other hand going to be a really challenging thing as i have to be in contact with the dietitians and nutritionists.

Competitor analysis

Estimated Annual Revenue

\$3M

Estimated Employees

122

Products

Cereals, flour, Dals , Flours, Millets, Spices,
Culinary pastes, Masala mixes, Oils, teas, Jaggery
items ,jams, breakfast cereals, Cookies, Juices,
Nuts and dry fruits.

USP {*unique
selling price*}

1. Acquire Government certification for the products to be sold.
2. Not only giving organic food we will also give information on the importance of the organic and healthy food and also let consumers ask questions on the food consumption to nutritionists and also tips from dietitians will be given to guide the people who are interested in diets. This will be managed through an online portal.

Name-Vaishnavi.Perla

Idea-Nutri Go

Description-Nutri Go is a platform with the ideation of offering healthy organic food with many more supportive features with it.

key Partners- Agricultural experts,Nutritionists,,Dietitians,Farmers,Technical experts,Investors,Payment apps/links

Key activities- interactions with agricultural experts and farmers,online website development,Hiring agriculturists, nutritionists, dietitians and farmers

Managing staff relations with customers,Customer services such as product supply, suggestions from experts,etc.

Value proposition

Staff, Experts and Farmers-

Full company support,Building encouragement by offering appreciation for their hard work on special events,Income given on time,Comfortable atmosphere of work

Customers-On time delivery,Cashless transaction,Good quality and accurate quantity,Easy available

Customer relationship-Feedbacks in the app,Answering questions personally or openly via social platforms

Customer Segments-

Users-

Those who in need for healthy and organic food. Those who are in need of health tips or consultation. Those who are eager to know how the organic food helps your body. Those who like to go through recipes and cook.

Experts, Farmers and Technicians-Employed status, For farmers who are eager to learn about good cultivation., For experts who are eager to help people in need. For technicians who seek to get a good role.

Key resources-Skilled experts, Social media, Farmers, Customer feedback

Channels-Apps, Websites

Cost structure-Hard work kept on the harvest, Time spent to talk to an expert, procurement distance

Revenue Streams-In app purchases, Time spent with an expert

MVP{ Minimal viable product}

Even Though my whole idea is to supply healthy organic food, to keep it minimal I would like to start with few of the most densely consumed food products and also that are viable with the upcoming season. Also in parallel creating a platform to interact with the nutritionists and dietitians with a blog page to eat healthy and market my own products.