Project Summary for Research, Development & Commercialisation Team

Date	**February, 2019**	Country:	**Fiji**
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Project:	**FarmEd**		

Abstract

FarmEd is the most established of Project Everest Ventures and aims to provide farmers with easy access to tailored and real-time agricultural expertise. It is dedicated to achieving the United Nations' Sustainable Development Goals 1 and 2:

- Goal 1: End poverty in all its forms everywhere

- Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture

The current focus of FarmEd is to create a Artificial Intelligence ('AI') algorithm in the form of a smartphone application that can enable expertise-based farm management. FarmEd has determined that farmers have the capability to interact and willingness to pay for the service. Using a prototype, content satisfaction will be tested to assess user experience and functionality.

New channels for large scale distribution of the app have been investigated through partnerships with businesses, organisations, and middlemen. Specific agreements with organisations and universities are in discussion to enable long term business development.

Through customer-centric development, a final product will be an application where users can input information specific to their farm and receive tailored output with recommendations on how to maximise their farming efficiency.

Background

FarmEd has explored supply chain management, face to face consulting, drone consulting and agricultural expertise workshops. While there is value in the above products, due to scalability reasons FarmEd now aims to focus on the development of an application. The application, called Govi Nena, provides farmers with tailored agricultural advice.

Over February 2019, FarmEd I focused on face to face surveys with farmers to gather feedback about Govi Nena and understanding on pH and soil sensors. Data was gathered on Android versions that can download the Govi Nena application, as well as collecting MoUs/EOIs for future purchases of the application.

FarmEd II has focused on developing strategic partnerships with businesses, organisations and middlemen to establish channels for distribution. A Facebook page has been established as a future channel for spreading awareness and distribution.

FarmEd I - Business to Consumer

FarmEd I surveyed farmers in villages around Sigatoka Valley. The villages were initially those that had been visited previously which had signed MOUs. The aim of these visits was to distribute Govi Nena however, the application was unable to be distributed on certain Android versions.
As a result, FarmEd I focused on visiting new villages and some villages that had previously been visited by the December FarmEd team. We pitched the Govi Nena application as well as soil sensors. In addition to this, the February FarmEd I team has gathered data regarding which versions of Android are able to download the application and gathered feedback from surveys about any improvements or recommendations that farmers thought needed to be added to the application in the future.

FarmEd II - Business to Business

FarmEd II worked on scaling the application by focusing on developing relationships with resorts, middlemen, Non-Government Organisations (NGO's) and universities. Rapport was built with the intention to promote distribution of the application or facilitate our access to their networks of farmer. Of these, hotels with strong Corporate Social Responsibility initiatives and middlemen with strong relationships with their farmers expressed the greatest interest in partnerships. The February team designed an internship program with the Fiji National University (FNU) that will operate while PEV is out of country (starting in July), established a collaborative relationship with a Radisson Blu Resorts on an agricultural initiative, and set-up a partnership with a middleman to distribute and raise awareness of the app. Furthermore, a Facebook page was explored to assess the viability of a long-term online channel.

The Problem

Identification of the Problem Space

The problem identified by FarmEd is the lack of access to real-time, tailored agricultural expertise for farmers. This results in suboptimal crop diversification, minimal commercial farming which reduces the amount produced and a less reliable supply chain. For farmers this directly impacts their financial security and has a flow on effect to local businesses and communities.

Magnitude of the Problem Space

In Fiji, 28% of the population, approximately 238,000 people, are employed in the agricultural industry which accounts for 8.9% of the country's GDP. Furthermore, smallholder farmers are estimated to produce 80% of food within developing countries around the world. Hence, without access to tailored agricultural expertise, the impact of low produce spreads wider than the farmers themselves.

However, this problem domain not only affects farmers but extends towards businesses that receive their supplied goods. Fiji's tourism statistics have been consistently increasing year-on-year by 6.6% (Fiji Bureau of Statistics), indicating an underlying opportunity for farmers to operate at a higher capacity.

The Problem Space

Smallholder and subsistence farmers are the main people affected by this problem. Smallholder farmers rely on external distribution of their produce to earn a steady income and generally use produce to feed themselves and family. If subsistence farmers cannot grow enough or grow a diverse range of crops or if smallholder farmers do not have enough produce to sell, they may experience food insecurity and economic distress. This in turn negatively impacts:

- **The Community:** In terms of access to food, farmers contribute significantly to the produce their community consumes. Should they not grow enough produce, or have a lack of diversity, it can contribute highly to food insecurity on a much larger scale. In addition, the agriculture sector accounts for approximately 28% of Fiji's formal employment, and indirectly employs many more. Hence, without strong farming practices, both food insecurity and income is at risk.
- **Global population:** By smallholder farmers not fulfilling produce quotas, the global population may be affected. This is due to an indirect impact on the world's food supply demands, as approximately 80% of the developing world depends on smallholder farmers (Source: UN SDG).
- **Businesses:** Businesses within the hospitality and exporting industry may struggle to access sufficient and desirable produce throughout the full course of the year if farmers face difficulties in producing sufficient yields of high quality crops. In more detailed terms,

businesses will find it difficult to cater towards their customer's needs due to a lack of supplied goods, resulting in either customer dissatisfaction or a damaged reputation.

Solving the Problem

Increasing smallholder farmers' access to agricultural expertise is an opportunity to increase food security, diversify crops, encourage sustainable farming practices and increase the profitability of smallholder farmers.

As well as the direct impact of greater food security and income stability for farmers, local businesses within the hospitality, retail and exporting industries will have a more consistent supply of high quality fruits and vegetables. Should the application be scaled effectively, consistent supply of local produce to these businesses may lead to a reduced reliance on imports, reducing costs and further boosting the local economy.

In the long term, countries such as New Zealand, United States of America and Australia that Fijian farmers export to could benefit from the diversity, increase in crop quality and efficiency that the solution can bring.

Proposed Solution

Alternative Solutions

Currently there are limited means for farmers to gain agricultural expertise. In order to develop their farming practices many farmers rely on the following:

1. **Knowledge passed down through generations:** Generational learning encourages farmers to grow what has always been grown by tradition. These farming methods are not often planned to maximise revenue from sales or optimise the environment that their particular farm provides. Traditional farming leads to the lack of crop diversity and inhibits the inclusion of new technology in farming practices.

2. **Workshops, soil testing and individual face-to-face consultations/services provided by the Ministry of Agriculture ('MoA'):** While workshops are a sound way of passing information to farmers, they do not provide them with tailored advice. Face-to-face consulting is more personalised, but often takes months to take place from the date it is first arranged. Furthermore, due to the large demand for agricultural advice, information can often get misplaced and many farmers complain of never receiving the consultation promised by the MoA.

3. **Radio:** The radio provides information that can be readily accessed but also does not provide tailored advice. The information is also vague and comes at irregular sparse intervals which makes it ineffective.

Overall, these solutions do not effectively provide agricultural expertise as it is limited to existing agricultural trends within Fiji.

Previously Proposed Solutions

As stated previously, FarmEd has explored various solutions in order to deliver agricultural advice. Despite being well developed and conducted, there were issues raised relating to the scalability of these solutions. Face to face, drone consulting and agricultural workshops could only be conducted while PEV is operating in country thereby inhibiting their effectiveness, and supply chain management would result in a very localised solution that would only be valid for Fiji (as it would involve essential partnerships with Fiji based organisations) and would not be able to be scaled internationally or even nationally. Moreso, holding workshops imposed an extra logistical burden on the farmers thereby making this solution unviable.

Most Promising Solution

The most viable solution is the use of an application as a farm management platform that will provide farming advice tailored to each individual farm. The application will allow farmers to input details about their farm, particularly their soil pH, and in turn receive tailored professional advice on what crops to grow and when to grow them using the appropriate farming techniques. This aims to:

- **Optimise crop selection and diversification:** Farmers often choose the crops they plant according to custom and tradition, with information about these crops passed on by word of mouth through the generations. With access to agricultural information, farmers are able to make calculated choices when choosing the crops they want to plant. They can choose the crops according to the characteristics of their farm potentially increasing crop yields and diversity. An objective of this is to increase variety of produce in markets and support economic growth.

- **Farm planning and management:** Many farmers currently plant and manage crops based on the traditional knowledge. This information, although culturally and geographically relevant, often does not provide modern management techniques such as the use of fertilisers and pesticides. The use of a calendar facilitates the extension of agricultural expertise to the farmers so that farmers can manage their crops on a structured and time-bound basis.

- **Pest control and disease mitigation:** In Fiji, many crops are damaged by pests and diseases. Without adequate knowledge, this leads to improper or ineffective treatment which in turn, leads to a decrease in yield and inefficient use of funds. This affects farmers' disposable incomes since such agricultural resources are expensive and produce may be lost.

- **The prediction of weather and seasonality:** As of February, this feature was not available, but FarmEd has identified that farmers may value an in application feature providing weather predictions. With access to such information, farmers would be able to plan their crops accordingly and potentially reduce the impact of extreme weather events.

- **Open market feature**: As of February, this feature was not available, however feedback has indicated that it would be very valuable. Farmers will be able to access a network of vendors, resorts, exporters and other farmers, as well as information about growing and selling trends. This will assist in aligning supply and demand in Fijian markets. By

connecting farmers to buyers, this feature could help to reduce food waste, food mileage, and increase revenue.

Implementation of Solution

Starting from the beginning of December 2018 to February 2020, there are five critical phases that will have and will occur in the development of the FarmEd application. The critical phases that have been completed are as shown in the table below:

Phase	Goal	Date	Details
1	Sales and development	December 2018	The goal of this phase was to show that a farming application is a viable product for Fiji.
2	Product Development	January 2019	The goal of this phase was to test and develop a prototype of the FarmEd platform, and collect feedback from farmers about the application.
3	Scaling and Channels	February 2019	The goal for this phase was to begin distributing the application where possible to gain feedback, and further test and develop the application. Three distribution channels that could operate while PEV are not in country were also investigated: Facebook, partner businesses, and middlemen. Foundation work for long-term business operations were also developed.

The critical phases that have yet to be completed are outlined in the table below:

Phase	Goal	Date	Details
4	Scaling and channels	July 2019	The goal for this phase is to begin large scale distribution of the application. A key focus should be on establishing autonomous channels to maintain business operations when out of country.

			A secondary goal is to pitch and distribute soil sensors as a bundle to enhance the value of the application.
5	Autonomous channels	December-February 2019-2020	Goals for the summer are to develop and monitor autonomous distribution of the application.

Barriers to Implementation

Access to Smartphones

A hurdle in the implementation of the application is the percentage of farmers that have access to smartphones. FarmEd III's survey in July 2018 found that 95% of Fijians have access to a mobile phone, but only 53% of Fijians have access to a smartphone.

Usability of the Application

Despite owning a smartphone, many farmers, particularly the older generation, are not adept at using them. This means that there may be issues with the ease of use of the application with some farmers will not have the technical experience to operate the application effectively without being shown first.

Ability to download the Application

Although many farmers own a smartphone, the application is currently only compatible with some versions of Android. This has resulted in issues when trying to download the application onto customer phones that have uncompatible versions of Android. This could still be an issue for future teams depending on the backend development of the application. The data collected on compatible Android versions can be found here.

Access to Data

Furthermore, in order for the farmers to receive tailored information from the application, there must be a reliable internet connection to the FarmEd server. This can be difficult in Fiji where

mobile and data reception is either unavailable or slow in many areas. In an experiment to test the access to data in different villages, 2/10 villages could not download the application due to limited data access. The Vodafone data map of Fiji data map shows the black spots are mainly in rural areas that are far away from roads

Social Inertia

Great consideration is needed when communicating the app, as there can be issues in acceptance because the advice from FarmEd is from a different cultural background to Fiji, and there may be some resistance by the farmers to adapt or abandon their traditional practices for the new, unfamiliar ones. This issue could be further complicated as many have had these practices passed down for generations as part of their families legacy.

Internships

During the interim period, interns will be operating as PEV representatives which could lead to a potential lack of control over information conveyed to stakeholders. This may be detrimental to existing relationships as interns might not display the same values. Additionally, interns might not have the correct pitch skills which could prevent new relationships from forming. There is also a social barrier, as interns may prefer to work with an established internship program, such as the MoA and there is currently no future plans of permanent employment.

SWOT Analysis

Strengths

The mobile application is the fastest tailored farming advice in the Fijian market. Many farmers or their families have smartphones, or are planning on getting one in the near future which means the solution can reach a multitude of people. Currently the main aid that the Government provides is agricultural consultants, which is slow and inefficient at delivering advice on time. Once the platform is fully developed, market knowledge and financial services can also be incorporated into the application making it an all-in-one platform for farmers.

Weaknesses

As the application is a technology based solution, it requires the user to have a smartphone as well as internet connection. This is a weakness for our small scale target market, as the price of a smartphone rather than a basic phone in Fiji is substantial. Some farmers, particularly the older generation, have no interest in smartphones and therefore cannot use this solution. Interactions with potential partners have highlighted the need for a level of education that would be required for farmers to develop the technical skills required to use the app. Therefore, the current educational resources on the app's use may not be sufficient for farmers to realise its benefits. On the other hand, many organisations have noted that the Fijian youth are much more technologically advanced but are generally uninterested in the agricultural field.

Furthermore, a Minimum Viable Product ('MVP') from the Western Sydney University ('WSU') is currently being distributed to further the progress of FarmEd. Disparity between the WSU application and our future application may lead to PEV being perceived as inconsistent and may cause confusion amongst our customer segment.

Opportunities

As the expansion of smart technology and smartphones continue to be developed and decrease the costs to individuals, the FarmEd target market will continue to grow throughout the coming years. The problem is so widespread that the application has a vast market across the globe to expand into. There is also the opportunity for businesses to get involved and use the application to advertise or form other partnerships, this may contribute as an alternative revenue stream.

Threats

A major threat impacting this application is the competition from other companies developing a similar service which have been analysed in the competitor analysis. Many organisations in Fiji are charitable based organisations rather than social business as PEV is, hence, PEV is faced by the threat of heavily back organisations with religious, government and UN funding.

Competitor Analysis

Several companies operate in the global agricultural sector, specialising in consultancy, financial support, market insights, farm analytics and distribution management. FarmEd's strongest competitors are based in countries such as Cambodia, Australia and India. However, new applications are being developed such as Pacific Pests and Pathogens and the Swami Ramakrishna Mission Farmer hub. A competitor analysis can be found here, which identifies which features of our application are differentiated from competition.

Backing Data

FarmEd I

Understanding of pH

Link to results here

Assumption: Fijian farmers understand what pH is and why it is useful in regards to their farms and receiving tailored information.

Key Outcomes: 4/47 farmers had an understanding of pH and could explain how it is useful in farming practices.

Conclusion: A total of 47 farmers were surveyed, of which 92% demonstrated a lack of understanding for pH. This means that most farmers did not know what pH was to begin with and did not grasp the concept of pH after explanation with the use of examples. However, 30% of farmers did see the importance of a pH reading when growing crops, therefore, saw value in the application and soil sensor bundle. A very small percentage of farmers were able to explain and give examples of pH due to a large wealth of knowledge gained from experience and/or university education. The result show that overall farmers need more education on pH and the use of pH readings in farming practices.

Baseline Survey 2.0

Link to results here

Assumption: There is a demand for the application and farmers are seeking information that can be found in the application.

Key Outcomes: This experiment surveyed a total of 47 people from 9 villages, to determine what farmers would potentially use the application for.

Conclusion: Results have been summarised in the following table.

	Most popular response	Second most popular response
How do you manage pests?	I use pesticides (33 farmers - 79%)	I use another method (9 farmers - 21%)
Do you often seek agricultural advice?	Yes (16 farmers - 34%)	Sometimes (16 farmers - 34%)
How long does it take to receive farming information (e.g. from MoA)?	1 month (14 farmers - 44%)	A few days (7 farmers - 22%)
How often do you plant new crops?	Every 3 months (37 farmers - 79%)	Once a month (10 farmers - 21%)
Do you plan your farming practices?	No (42 farmers - 89%)	Yes (5 farmers - 11%)
Do you have a smartphone?	No (25 farmers - 53%)	Yes (22 farmers - 47%)
Do you have internet connection?	No (26 farmers - 55%)	Yes (15 farmers - 32%)

Sales of Application (MOU/EOI Collection)

Link to results here

Assumption: Farmers want to purchase the application

Key Outcomes: Pitched PEV and the FarmEd application to a total number of 63 farmers, resulting in 39 signed MOU's, as well as 4 successful cash sales and downloads.

Conclusion: Approximately 61.9% of farmers are interested in purchasing the application. Regardless of unforseen difficulties with downloading the application, we were able sell 4 applications and 2 soil sensors to farmers. Currently, the application is in the early trial stages and still undergoing development. Whilst conducting this experiment, we found that not all phones

are compatible with the application which limited us from achieving more cash sales and downloads.

FarmEd II

A detailed analysis of backing data can be found here with direct links to HubSpot information for ease of use.

Facebook insight data

Link to experiment results: Here

Assumption tested: *Farmers are willing to interact with FarmEd through Facebook.*

Key outcomes: 51 page likes (excluding trekkers).

Conclusion: The Facebook page has acquired a lot of interest in early stages, and with future interaction has the possibility to increase the scalability of the FarmEd application. Some issues were experienced due to Facebook community regulations leading to the account being blocked from various groups. This hindered our potential for further interaction, but this was overcome by finding new groups and limiting our volume of posts into each group.

Distribution Through Middlemen

Link to experiment results: Here

Assumption tested: *Middlemen (with 75+) farmers are willing to distribute the FarmEd application.*

Key outcomes: 14 middlemen spoken with 6 positive outcomes (**43%**).

Conclusion: Of the twelve middlemen interactions, four (Sindhu Sharma, Nitendra Singh, Kamlesh Prasad, Bobby Chand, Npy Hiller and Shuni Mohammed) resulted in a positive outcome. Finding middlemen is a challenging and resource heavy activity. The viability for autonomous distribution can be evaluated in July as a 6 month review from first delivery of resources to middlemen.

Distribution Through Businesses

Link to experiment results: Here

Assumption tested: *Businesses and organisations are willing to distribute the FarmEd application.*

Key outcomes: 2/8 (**25%**) of organisations (NGOs, government bodies and universities) that responded to emails and/or calls were willing to partner with PEV to establish a distribution channel. Four of the organisations contacted did not respond to our email or return a call.
2/21 (**10.5%**) of resorts and exporters that opened emails and/or calls were willing to partner with PEV with a willingness to distribute the application. Of the 21 resorts and exporters that were contact, 13 of those ignored the initial contact completely.
Conclusion: Many of the resorts we met with were unable to dedicate their time and resources to distributing the application. In some cases other arrangements were made to partner with PEV. The small sample size of the organisations examined makes it difficult to make quantitative inferences. It may however be worth revisiting some of these businesses when the app has been developed to include identified improvements.

Critical Future Actions

Next Key Steps

Sales

This experiment involves surveying and testing on the number of farmers that are willing to buy the FarmEd application on a subscription. Surveys should be created, village and stakeholder visits should be performed alongside with the distribution of the application to 1 or 2 villages as a case study. The success metric would be based on the number of apps purchased and successfully downloaded onto farmers phones.
Proposed Experiment for Sales

App Usability

By testing the usage of the FarmEd mobile application, we are able to elicit whether the application fulfills the value proposition proposed by farmers. This is conducted by distributing a survey to farmers at the beginning of our visit. In the survey, there should be questions associated with the length of time used on a particular feature, as well as if farmers are satisfied with the information and have implemented the applications recommendations into their daily

farming practices. For example, using the calendar or pesticide feature. The success metric will be based on the amount of time farmers have invested into using the Govi Nena application.

Proposed Experiment for App Usability

pH Understanding

This experiment has already been started in February and involves surveying farmers to test whether they understand the concept of pH and if they see value in measuring it. The questions in this survey should be associated with understanding of pH, examples of low and high acid products, and whether farmers think pH levels are of value/importance when growing crops. The success metric will be based on the number of questions farmers answer correctly and accurately.

Proposed pH Experiment

Soil Sensor Usability

This experiment is to establish whether farmers are able to use soil sensors effectively and should be conducted through the use of a follow-up survey. Upon gauging a farmers level of pH understanding, soil sensors will be introduced and potentially purchased, farmers will be given a demonstration of how to use the sensor correctly. During a revisit to X village, a survey should be conducted to find out the length of time the sensors are used, if there were any difficulties, if the information was easy to input into the app and whether soil sensor used has encouraged diversification of crops. The success metric for this survey will be the number of farmers that can adequately use the soil sensors.

Proposed Soil Sensor Usability Experiment

Online Distribution Channels

This experiment involves establishing and growing a Facebook page dedicated to FarmEd. This will be used to gather information regarding the reach and engagement from members of Fijian communities. This is done with the aim of validating Facebook as a potential advertising and distribution channel.

Proposed experiment for Online distribution channels

Channel Testing: Middlemen

By continuing to test the viability of channels, we will be able to gather vital information which will guide how the application is distributed in the future. The best method to conduct this is by communicating with our current base of middlemen contacts, while aiming to establish a wider network of farmers and to examine if middlemen are a viable channel.

Proposed experiment for channel testing

Community Facilitators

This experiment involves empathising with new villages to identify 'Community Facilitators'. The aim of this experiment will be to identify whether there are individuals within communities that are willing to advocate the Govi Nena application and if validated, will then be able to test if they would be a viable channel to scale FarmEd.

Proposed experiment for Community Facilitators

Ministry of Agriculture

The Ministry of Agriculture employ External Officers (EO) to assist farmers by providing them with agricultural advice. In the future we hope to use EOs to distribute the applications to farmers as they currently also use other applications which have agricultural advice. The main contributor of the applications is Grahame Jackson; he is an academic that specialises in pests and diseases. Further information about the MoA is found here and here in the Backing Data document .

Risks

To mitigate any risks that could arise as a result of the FarmEd's teams' actions, an impact assessment was completed by members of the team. It enables future impacts to be assessed that allow for informed decisions to be made in order to avoid environmental, economic, community and health damage. The Impact Assessments for both FarmEd teams can be found below:

- FarmEd I Impact Assessment here.
- FarmEd II Impact Assessment here.
- FarmEd I Impact Assessment Matrix here.
- FarmEd II Impact Assessment Matrix here. .

Commercial and Financial

1. It is not guaranteed that signed MoUs will result in a corresponding number of closes. This could result in a lack of sales and thus loss in revenue.
2. Farmers and/or business stakeholders may experience difficulties living up to the obligations of the agreement.
3. Farmers and/or business stakeholders may have differences in interpreting the MoU. This could be due to confusion on the terms of the MoU and what we're asking for.
4. The sales of FarmEd application might not generate a return higher than cost of production.
5. Some strategies dedicated to the scalability or marketing of the application may be costly and potentially ineffective.

Safety

1. Due to the lack of knowledge surrounding new villages/locations, travelling to and from them could pose a safety risk. These could arise from the environment, individuals at the location or a lack of proper planning.

Reputation

1. FarmEd's credibility might be at risk due to data inaccuracy or recommendations.
2. Unprofessional contact and customer service may result in farmers' potential post-purchase dissonance.
3. Trekkers may potentially act out of line when in-country. This may pose threat to PEV's positive reputation and will potentially undermine other Fiji projects.
4. Furthermore, FNU interns may have an incomplete understanding of PEV values and conduct, which may compromise PEV's reputation through the interns' potentially unprofessional conduct.
5. There is potential for the application to not last longer than the agreed upon partnership with WSU. If this occurs, the application may shut down, leading to distrust between farmers and PEV who've used the application for their agriculture.

Next Teams' Goals

1. **Customer Relationships:** The top priority for July teams is to ensure relationships with villages are maintained, especially for those who have shown genuine interest as per HubSpot data.
2. **Stakeholder Relationships:** The July team should also ensure that relations with other important stakeholders are maintained. A thorough inspection through the stakeholder relation spreadsheet should be done in order to find out which contacts should be contacted with priority and found here.
3. **Customer feedback:** Surveys of regularity of use, user experience and functionality as well as content satisfaction should continue to be collected to allow further development and refinement of the application.
4. **Sales:** Continue pitching the application and convert any expressions of interest, MOUs or other into cash sales of the application and soil sensor as a bundle.
5. **Channels Testing:** The July teams should continue to develop autonomous channels of distribution by maintaining contact with existing stakeholders and seeking out new strategic partnerships.

Other Useful Documents

FarmEd 1 February Village Visits : List of villages that were visited in February with descriptions of what we did and achieved at each visit.

Application Prototype Outline: Summary of all relevant information about the Govi Nena application.

Hubspot FarmEd Contacts: Link to all of the FarmEd contacts on hubspot.

A stakeholder relation tracker spreadsheet: Outline of stakeholders contacted and PEV's relationships with each contact.

Generic middleman interaction: This contains how to contact middlemen, how to pitch, app installation instructions and database instructions.

Generic middleman SOP: A technical outline of the steps taken by middlemen to independently distribute the application.

Facebook posts and planning: Contains Facebook password, all the community pages that we are a part of, draft posts, posting schedule and customers acquisition

FNU internship proposal: Includes all tasks, training, assessments and the schedule that the interns will be performing.

Radisson Blu CSR proposal: Includes responsibilities for each party, methodology, goals and benefits for both parties.

Basic handout document: FNU internship handout document outlining FarmEd, the application and future possible features. This document should be modified to suit other stakeholders.