



FARMHANDS
F A R M F R E S H . F A S T

Farmhands

Farm Fresh. Fast.

A community focused food delivery platform

William Stegeman

II. Executive Summary

Concept Description

Farmhands Fresh is a mobile platform that combines the convenience of online grocery shopping with the community focus of your local farmer's market or specialty grocery stores. Farmhands Merchant is a local courier service dedicated to moving agricultural goods to local businesses and markets. Farmhands sources independent drivers to meet the needs of the customer, allowing them to focus the newfound time in their day on what really matters to them.

Opportunity

Buying produce at a farmer's market is a great way to buy locally and have better quality, fresh produce at home; but the limited hours and locations of farmer's markets make it difficult for many customers to find the time to shop. Farmer's markets have gained increasing desirability, as they meet the increasingly popular ideals of healthier lifestyles and supporting smaller businesses over chains. Around 450 vendors at Minneapolis farmer's markets reported more than \$10 million in sales from 900,000 visitors in 2021.

Smaller specialty markets can be found in every major US city; and offer unique items that are often hard to find, or not carried at all by large chain stores. Ethnic supermarkets have grown by 2.1% annually over the past five years, but do not have the same online accessibility from current grocery delivery services.

Solution

Farmhands Fresh supplies an intuitive UI for users to search, filter, and favorite vendors based on their personal preferences. Once a customer places an order, a personal shopper will accept the order and pick/deliver the order to the customer's home. Farmhands will not only provide the customer with a time-saving way of purchasing locally produced foods, but the focus on the customer and their needs will deliver an experience tailored exclusively to them.

Farmhands Merchant provides vendors with a platform to create an online presence for greater visibility to local buyers, without the need to host their own website. Vendors have the ability to list their products, photos, and add tags to items that have more than one common name. It will also give merchants the flexibility of having their available products delivered to local markets, and extra flexibility for deliveries within a metropolitan area.

Value Proposition

Farmhands Fresh is the singular local delivery service provider with an emphasis on customer dietary needs. Customers create a user profile when they sign up for Farmhands and can add a variety of personal filters to curate the vendors or products to their needs (i.e., food allergies, halal, vegan). Farmhands will ensure that the products offered by vendors are accurate, with routine auditing for quality assurance.

Farmhands Merchant is the “open source” alternative for smaller specialty shops that aren’t supported by the larger grocery delivery services. Using Farmhands Merchant, these underserved stores will be able to compete with their contemporaries that have an online presence through other services.

Competitive Advantage

The current competitors of Farmhands Fresh are services such as Market Wagon, The Farmers Wheels, and Farm to People. However, these competitors only offer the ability to filter foods by a type of product; and do not offer the ability to filter out products automatically by customer dietary needs. Farmhands is the first service to think of customer dietary needs first, to ensure that what they purchase will fit their lifestyles and health concerns.

Farmhands Merchant is competing with large scale companies like Instacart, Amazon Fresh, and Shipt; but will focus on a niche area of the market for underserved businesses. These competitors service large retail chains such as Walmart, Costco and Target, where Farmhands Merchant will support smaller chains or family-owned businesses that are not currently supported. This focus allows Farmhands Merchant to compete with big-name competitors, while allowing room for growth in major US cities.

Entrepreneurial Team

Farmhands’ sole member of the current entrepreneurial team is the company founder. Upon the receipt of investment funds, the team will initially expand with a research team to gain better insight into the customer base of both services, with an emphasis on Farmhands Merchant as there is less data to gauge pricing and interest.

Once research has concluded, the next expansion will be an app development team. Once the app has been developed for both iOS and Android, the app will need to go into closed testing and then live beta tests. After this point, the team will continue to maintain and improve the app, as well as updates according to Apple and Google store policies.

The Farmhands team will be further increased with necessary management teams such as customer service, finance, sales, and social media team to increase the customer and vendor bases. Drivers will be hired as independent contractors, with competitive wages to those for Amazon and Instacart, with an emphasis on customer satisfaction bonuses as an incentive to drive for Farmhands.

Financial Highlights

The average customer demographic in Minneapolis frequents the farmer's market five times a month, averaging \$30 per trip; and the second average customer makes 2 visits per month and spends \$50 per visit. Using these metrics, Farmhands will need to make between an estimated 16,530 and 26,390 sales to reach our goal of \$1 million in revenue. Using the estimated 900,000 visitors to farmer's markets in 2021, the necessary market capture for Farmhands is less than 1.0% in Minneapolis (*Eslinger, 2022*). Coupled with the \$10 million in vendor sales in 2021, Farmhands could possibly hit the revenue goal within two years (conditional on the timeframe for app development and market research).

Estimated burn rate for Farmhands is currently projected at \$39,450 per month, most of these costs being the salaries of the developers and support staff, facilities costs, and insurance for delivery drivers. Direct costs are averaging \$22.00 per baseline \$30 order, which results in a 41.9% gross contribution margin.

Due to the variability of both Farmhands services, these numbers could vary due to pricing schemes such as per mile basis for merchants, ad revenue, and rush delivery fees. These variables will most likely be solidified during the research portion of the development but could change dependent upon market conditions.

III. Consumer Problem Proof

Farmhands (Consumer Concept)

Buying local produce is a great way to not only support your community, but also provides a better quality of fresh produce than those in your local grocery store chain.

Farmhands allows you to buy locally grown produce at the touch of a button, and have it delivered to your doorstep without you ever leaving home! Our service allows you to browse your local vendors, and ensures you'll have farm fresh produce regardless of your schedule. Once an order has been placed, you'll be notified that a driver is en route to the market. After the order is picked up, you'll receive another notification that the delivery is on its way to your home! Save time by using filtering items based on your needs, and eliminate the need to drive to the market. Get rid of the headaches that come with the limited hours and enjoy an easier purchase by using a card instead of needing cash.

Create a profile online, and customize your preferences by dietary restrictions, farming preferences, and favorite foods! As an added bonus, add your birthday to your profile, and enjoy birthday treats and discounts from us to you!

Enjoy a free trial box, and we'll take 20% off your first two boxes with an always moneyback guarantee!

App Subscription: Free or \$5.99/month or \$60/ year

Single order: \$37.89 (\$30 of goods, \$7.89 fees)

Fresh produce has more flavor and nutrients than produce harvested early, but fresh produce is not as readily available at most grocery stores. However, buying produce at a farmer's market solves the problem of the availability of fresh produce, but comes with the additional restrictions of inconvenient hours and cash-based purchases. Additionally, farmer's markets lack the information found on labels in grocery stores, or the newer conveniences of online shopping and grocery delivery services. Farmhands is a new grocery delivery service that alleviates the burden on the consumer, and encourages local, sustainable shopping. Farmhands works with local vendors to give them an online presence, increase their customer base, and ensure that their products are listed in a convenient manner. Farmhands also allows customers to purchase local goods that suit their personalized needs without the extra guesswork of whether their purchases suit their needs and ideals.

Farmhands' core demographic are women aged 30-40, and currently spends on average \$30 per visit to their local farmer's market (Slocum, Ellsworth, Zerbib, & Saldanha, 2009). The core demographic typically visits their farmer's market at least twice a month, and have been doing so for around 5 years.

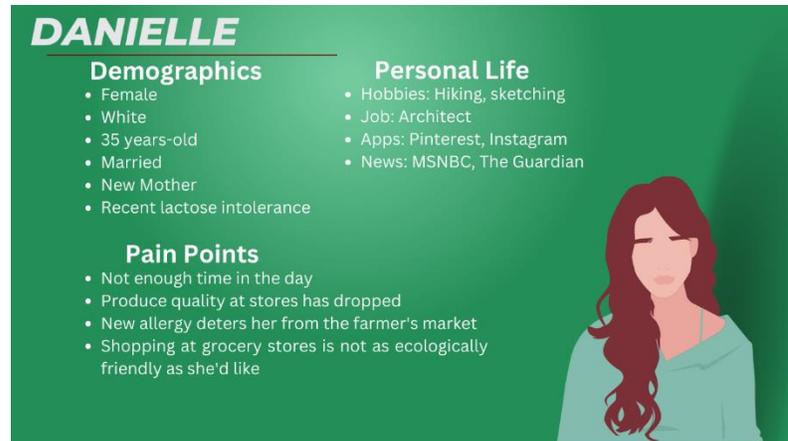


Figure 1. 24% of the customer base is comprised of customers like Danielle.

IV. Product Problem Proof

Grocery delivery services have had constant increases to both customer bases and service providers within the last five years.

Farmhands is entering the market with competitors with household names such as Instacart and Shipt. While these companies have established names, the focus on the personalized experience for customers is what sets Farmhands apart from the competition. Farmhands is the only service for grocery delivery that puts a direct emphasis on customer dietary restrictions, and personal ethics when it comes to their purchases. The community focus of Farmhands also ensures a better standing with vendors, consumers, and independent drivers with the commitment to fair pay and service charges.

Farmhands is currently in the development stage and will take an estimated nine months to develop before being available on major app stores. The major risk to the company currently is the possibility of competitors beating Farmhands to the market with updates to their services. Another smaller risk that Farmhands faces is the heterogeneity of farmer's market products. Creating a UPC database that can be cross referenced is a straightforward, but time

consuming task for most enterprises, but the wide variety of products offered by individuals at markets poses a unique problem for both the database and customer service. For example, if an item a customer requested is not available, large chain grocers have multiple similar items in stock with scannable UPCs for the personal shopper. However, this challenge can most likely be solved by increasing costs per order to account for the need to use picture messages to the customer. Despite these concerns, the unique benefits Farmhands offers is enough to create a stable niche in the market.

Feature	Benefit
Dietary filters	No more searching by customers if a product contains nuts, dairy, etc.
Favoriting/Blocking vendors	Customers can keep track of vendors they love or ignore ones they dislike
Notifications	Keeps customers up to date on new offerings & promotions
Online ordering	Customers save time by not having to be at the market to make a purchase
Recurring orders	Fresh produce will be delivered through the season without a second thought
Coupons	Saves money on their favorite items
PayPal payments	Eliminates the need for cash or storing a card

Table 1. Farmhands core benefits revolve around enhancing the customer experience.

V. Market Problem Proof

The current market for grocery delivery services has steadily increased over the past decade and exploded in growth with the onset of the COVID-19 Pandemic. Even when accounting for the outlier year's growth, Instacart alone had a 40% increase in revenue from 2018-2019 (McCain, 2022). If the problem of connecting customers with local vendors and stores isn't addressed, it will result in further consolidation of markets. A key example is the effect that Amazons acquisitions has had on brick-and-mortar shops and smaller chains. Amazon's purchase of Whole Foods has enabled them to quickly become a competitor in the grocery delivery business thanks to their large capital, Amazon Web Services analytics, and existing Amazon delivery driver network. While Amazon's purchase of Whole Foods benefits customers with more convenience at comparable prices, it has had adverse effects on locally run businesses. While Farmhands is not targeting unique customer bases in the grocery delivery service, it is the sole service that puts prominence on the customer and vendor needs. By focusing on tailoring customer experiences, vendor needs, and paying drivers fair wages, Farmhands will be able to carve out a niche in the market as a disruptor.

	Instacart	Amazon Fresh	Farmhands
Delivery fee	5% or \$10	\$ 6.00	5% or \$3.99
One-hour delivery	5% + \$7.99	\$ 10.00	5% or \$7.99
Service Fees	5% or \$3.99		\$ -
Membership (monthly)	Free or \$9.99	\$ 14.99	Free or \$5.99
Membership (yearly)	Free or \$99	\$ 139.00	Free or \$60
Markup	20%		13%
Driver Pay (hourly)	\$ 10.00	\$ 18.00	\$ 15.00

Table 2. Farmhands is competitively priced between current standards (Instacart & Amazon Fresh).

When compared to current industry standards like Amazon Fresh and Instacart, Farmhands has found a middle ground in terms of pricing. Amazon Fresh requires a customer to have an Amazon Prime membership in order to utilize the service, and offers flat rates on delivery fees due to their extensive logistics network. Alternatively, Instacart does not require a customer to have a membership but incentivizes it by removing fees and offering benefits such as free deliveries of orders over \$35. However, Instacart does not pay drivers a competitive wage, and places a 20% or higher markup on items purchased (Meiggs, 2022). Amazon can offer better pay and no price markups by the vertical integration of whole foods and offsetting costs with revenues from other enterprises such as Amazon Web Services. Farmhands current pricing scheme with comparable rates or lower than Instacart, and an optional subscription fee less than either competitor. While Farmhands will not be able to compete pay wise with Amazon at initial inception, we will be looking to increase hourly rates as the business expands customer bases.

Farmhands will start in Minneapolis, and once market viability is achieved, will begin further expansion in Chicago, Illinois and Seattle, Washington. As stated in Section II, Minneapolis farmer’s markets had an estimated 900,000 visitors in 2021 and grossed over \$10M in vendor sales. Using the average customer purchase of \$30 per trip, a Farmhands order would cost \$37.89 to the customer with added fees and rates. Using the average order, it would take 26,392 orders for Farmhands to reach \$1M in revenue, or 2.93% of the addressable market in Minneapolis.

VI. Business Model Problem Proof

When a customer first downloads the Farmhands app, they will select whether they are creating a personal or commercial account (in this case, we will focus on a personal account). The user will then input their phone number, email, name, zip code, and other standard personal details.

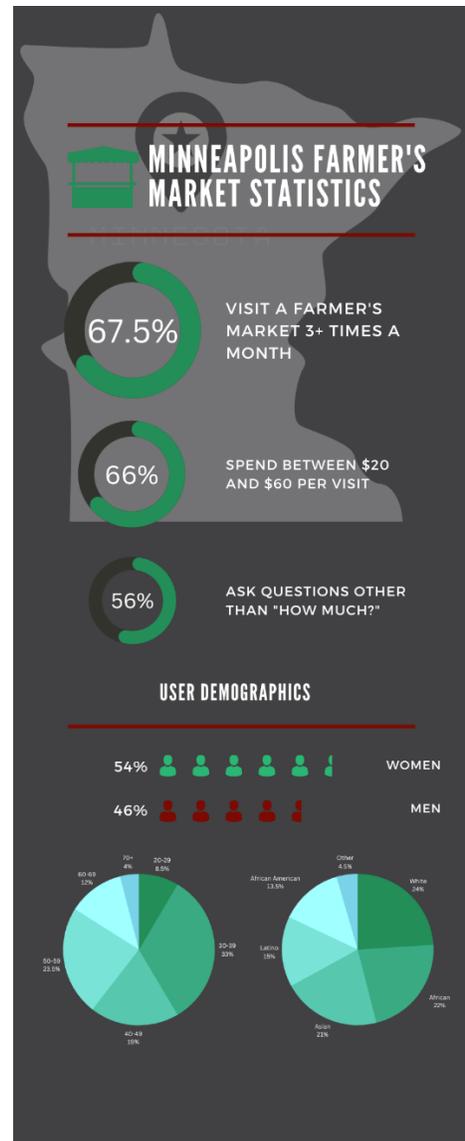


Figure 2. Demographics of the Minneapolis farmer's markets favor recurring buyers.

Once the account has been created, the user will then need to verify with a link sent to their phone or email. They will then have the option to set their personal preferences by adding filters to their profile by farming practices or dietary restrictions (vegan, grass-fed, gluten-free, etc.). These filters can be added or edited at any time, or temporary changes can be made in the listings screen. As the user continues their shopping on the app, they can further refine searches by favoriting or blocking vendors to change prioritization. Users will also be able to leave reviews for vendors, search current deals offered, and receive notifications from their favorite vendors or new seasonal products.

The current MBV analysis shows that Farmhands will need to make around 26,400 average sales to reach the \$1M in revenue within three years after funding is received. Given that 33% of customers visit their farmer’s market more than five times a month, and 38% spend \$30 on average each visit, around 6,667 recurring customers would be needed to reach the \$1M revenue goal. Taking further into account that 91% of overall customers visit their market more than once a month, and 86% spend more than \$20 per visit further eases the number of recurring customers to reach our goal by the end of year three.

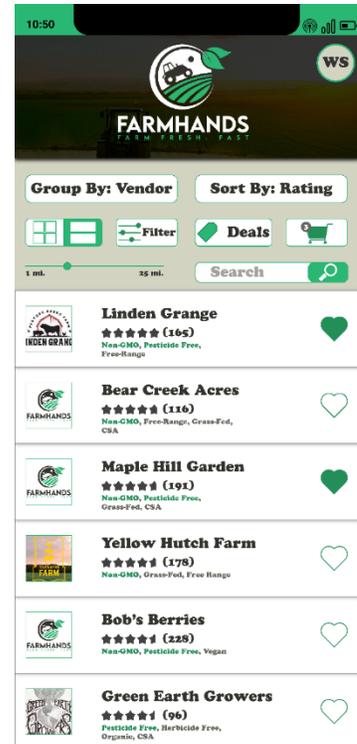


Figure 3. Farmhands vendor search screen.

Overt Benefit: The overt benefit is a hassle-free and time-saving method of having fresh food delivered.

Reason to Believe: The reason to believe is that farmer’s markets have fresher produce than grocery stores, and the app eliminates the time needed to go to the market.

Dramatic Difference: The dramatic difference is the additional time in the customer’s day and having products catered to their needs.

Adoption Hurdles: The greatest hurdle for Farmhands are current services like Instacart and Amazon Fresh. These companies have a much larger customer reach and recognition, and some customers may simply prefer to browse a farmer’s market in person.

Social Sufficiency: The idea of locally produced goods and ecological sustainability has become increasingly popular with consumers, especially younger generations. Having a

		METRICS				
BASILINE 1:	If We Charge This:	\$37.89				Farmhands
BASILINE 2:	And Our Costs Are:	\$22.00	LABOR + COMMISSIONS + ROYALTIES			
		\$0.00	MATERIALS + DIRECT MFG COSTS			
		\$22.00	TOTAL DIRECT COSTS			
BASILINE 3:	Gross Profit per unit:	\$15.89	41.9%	Gross Contribution Margin		
BASILINE 4:	Monthly Burn Rate is:	\$39,450				
BASILINE 5:	Breakeven at:	29,792	7,448	2,483	573	82
		Per:	YEAR	QTR	MONTH	WEEK
Module B						
		MONTHLY OPERATIONS				
	Facilities All-in:	\$2,732				
	Management:	\$19,541				
	Sales-Marketing:	\$2,187				
	Support Staff:	\$6,625				
	All IT-Telecom:	\$2,428				
	Acct/Legal/Consult:	\$5,937				

Table 3. MBV analysis using the average customer purchase.

convenient service to purchase locally made products, and healthier food without cutting into the customer's free time will allow for more flexibility in their week without sacrificing quality produce.

VII. Operations/Commercialization Problem Proof

The move from our concept to a fully-fledged service will require an undertaking of capital and manpower. The app itself will take around a year to develop and beta test, barring any unforeseen complications. First and foremost, a quality development team, preferably with experience in online shopping platforms, will need to be brought in. As is the case for most apps, the initial version of the will most likely not have all the bells and whistles in the final version, and will require further updates and fixes. Once the app is in a stable form, we will need to push a closed beta to test user experience, and check for bugs in the app across a wide number of devices. After that, a sales/PR team will need to be hired to not only build the customer base but also the number of vendors available once the app goes public.

The burn rate of \$39,450 is mostly due to the costs of app development and developers, as shown in the management section of the MBV analysis (Table 3). This high development cost will most likely be a sunk cost until the end of year one, when the app is finalized. Once the app reaches the market and goes live, we will need an average of 2,483 orders per month (using the baseline average order) to break even. The number of orders can be reduced by having a higher magnitude of more expensive orders, or having a steady stream of recurring orders per week. However, we cannot be sure that the opposite also isn't true, and that the average order will fall short of the \$30 benchmark.

VIII. Resource Problem Proof

Currently, Farmhands has a solid foundation of what needs to be done following funding, but there are a few key resources that need to be finalized. The first resource problem is that of the competition. Amazon Fresh and Instacart are the current market juggernauts that have the capital and manpower to beat Farmhands to the market with increased user accessibility, which means that we will need to keep a tight lid on our service until it goes live.

Another possible problem is due to the heterogeneity of vendors at farmer's markets, and implementing a database that encompasses products that are vastly different may be a greater undertaking than initially expected. Keeping track of certifications associated with each stall will also need further refinement, as their farming practices might change from one year to the next; and making sure that we can verify these practices will be necessary to keep the trust of consumers. This may entail the need to partner with governing bodies such as the USDA and/or state agriculture departments or conduct randomized audits.

On a similar page, with the wide variety of products available in different specialty markets, such as the ones targeted by Farmhands Merchant, assigning tags to every item may prove to be difficult. Narrowing down products, and what goes into each product will be a time-consuming task without the aid of a third-party database, which would be another expense to license, or will need to be built in-house. The in-house option comes with its own expenses,

as it means more manhours to build, and the possible need for translators when it comes to products that aren't natively listed in English (as is the case in Asian markets).

Revenues

Revenue Stream	Base	Peak Hours
Delivery fee	\$ 3.99	\$ 4.99
One-hour delivery	\$ 7.99	\$ 9.99
Mileage [<10 mi. (commercial only)]	\$ 0.50	\$ 0.75
Mileage [>10 mi. (commercial only)]	\$ 1.00	\$ 1.50
Membership (monthly)	\$ 5.99	
Membership (yearly)	\$ 60.00	
Markup	13%	
Ads (per view)	\$ 0.009	

Table 4. Each revenue stream will need to have an allocation factor for peak hour delivery surcharges.

Expenses

Category	Low Est.	High Est	Average
Rent (Office)	\$ 447.63	\$ 924.76	\$ 686.19
Utilities	\$ 62.67	\$ 129.47	\$ 96.07
Insurance	\$ 5,208.33	\$ 6,666.67	\$ 5,937.50
App			
Server Space	\$ 70.00	\$ 320.00	\$ 195.00
Store Listing	\$ 25.00	\$ 99.00	\$ 62.00
Design	\$ 60,000.00	\$ 400,000.00	\$ 230,000.00
Upkeep	\$ 750.00	\$ 5,000.00	\$ 2,875.00
Payment gateway	\$ 149.00		\$ 149.00
Push notifications	\$ 10.00		\$ 10.00
App store fees	\$ 25.00	\$ 99.00	\$ 62.00
Labor (Salary)			
Delivery Drivers	\$ 2,356.67	\$ 5,000.00	\$ 3,678.33
Customer Reps	\$ 2,600.00	\$ 3,293.33	\$ 2,946.67
Admin	\$ 9,166.67	\$ 16,666.67	\$ 12,916.67
Devs	\$ 6,083.33	\$ 10,833.33	\$ 8,458.33
Equipment			
Computers	\$ 1,200.00	\$ 2,000.00	\$ 1,600.00
Phones	\$ 80.00	\$ 200.00	\$ 140.00
Network	\$ 70.00	\$ 350.00	\$ 210.00
Branding			
Shirts	\$ 24,590.00	\$ 24,870.00	\$ 24,730.00
Lanyards	\$ 600.00	\$ 800.00	\$ 700.00
Bags	\$ 1,335.00	\$ 1,650.00	\$ 1,492.50
Car Tags	\$ 23,750.00	\$ 37,050.00	\$ 30,400.00

Table 5. Proper branding is costly, but is important in order to gain users

IX. Recommendation

The recommendation for the Farmhands enterprise is a provisional go. There are a number of factors that could directly impact the feasibility of Farmhands, but they cannot be easily estimated. The first of these variables is food safety laws. If the USDA or FDA changes laws on food logistics, and by extension gig workers, then Farmhands will need to reevaluate logistics and their costs. Another variable are possible changes to labor laws and/or unionizing, as both factors directly influence how Farmhands would need to operate the delivery systems and associated costs.

Barring any of the changes, the next step Farmhands will take is to hire a development team to design, build, and test the app. This will feasibly take upwards of 9-12 months given the scope and unique requirements of the app. Development costs, including developer salaries, are estimated at around \$300,000. During this yearlong development period, another \$475,000 will be needed to cover the burn rate. Once the app has been tested, and approved for both iOS and Android, the next step will be to hire a sales team and field operatives to sign on vendors and facilitate the digitization of their inventories.

Current estimates expect that Farmhands will operate at a loss for the first year to expedite app development and will begin generating revenue beginning in the second year. If all else holds equal to the projected timeline, Farmhands will be able to reach the \$1,000,000 revenue by the end of the third quarter in year three.

X. Concept Portfolio

Farmhands (Retail Concept)

As a small business, it can be difficult to compete with larger chains that have a larger online presence and offer convenience through online ordering and apps.

Farmhands Merchant is here to give you the boost you need to stay competitive, without the hassle of having to create your own site or app! Our service allows you to post your inventory, create ads, and take online orders. Now your locally grown produce can be delivered to customers and forego the effects that cash or inclement weather may have on your sales. Farmhands Merchant even supports specialty stores such as Asian Markets, Latin Grocers, and more. You'll be able to bring the same level of convenience of grocery delivery, while maintaining the personal touch of a small business. Our service team is here to help and guide you through the process of creating your own digital storefront. Add your inventory to your retail profile using the online upload tool, or have Farmhands personnel come to your store and take care of it for you with a small one-time fee. Take charge of your business with our analytics tools and generate ads to your customer base!

Call today for a free consultation with one of our trusted service representatives!

Basic Subscription: \$27/month
 Premium Subscription: \$50/month
 Inventory setup: \$300

Installation and usage instructions

- Install the app on either iOS or Android.
- Create a user profile.
 - Select your city, and delivery radius.
 - Add dietary filters.
 - Add your birthday (optional)
 - Billing and shipping addresses
 - Choose to store a card or use PayPal (optional)
- Browse local goods, add to your cart, and favorite/ignore vendors.
- On checkout, choose either a delivery window or immediate delivery.



Figure 6. Farmhands Merchant dashboard screen.



Figure 4. Persona #2 - John, a local store owner.



Figure 5. Persona #3 - Frank, a fourth-generation farmer.



Figure 7. Persona #4 - Susan, a soon-to-be retiree.

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FARMHANDS

F A R M F R E S H . F A S T

A community focused food delivery platform.

William Stegeman
APEC 3551

Current Market Conditions

Small Businesses

- Competing with large chains
- Online presence costs money
- Searching for specialty items is difficult on current platforms

Retail Customers

- Farmer's markets have limited hours
- Few vendors take card transactions
- Product information isn't readily available



MINNEAPOLIS FARMER'S MARKET STATISTICS

67.5%

VISIT A FARMER'S MARKET 3+ TIMES A MONTH

66%

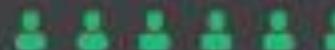
SPEND BETWEEN \$20 AND \$60 PER VISIT

56%

ASK QUESTIONS OTHER THAN "HOW MUCH?"

USER DEMOGRAPHICS

54%

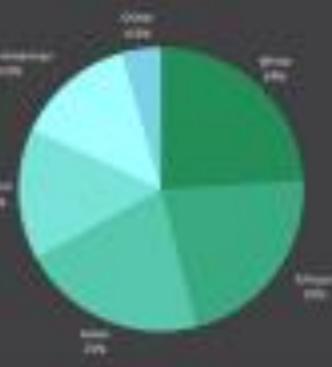
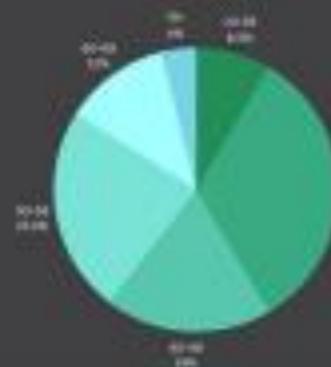


WOMEN

46%



MEN



**Many hands
make light
work**

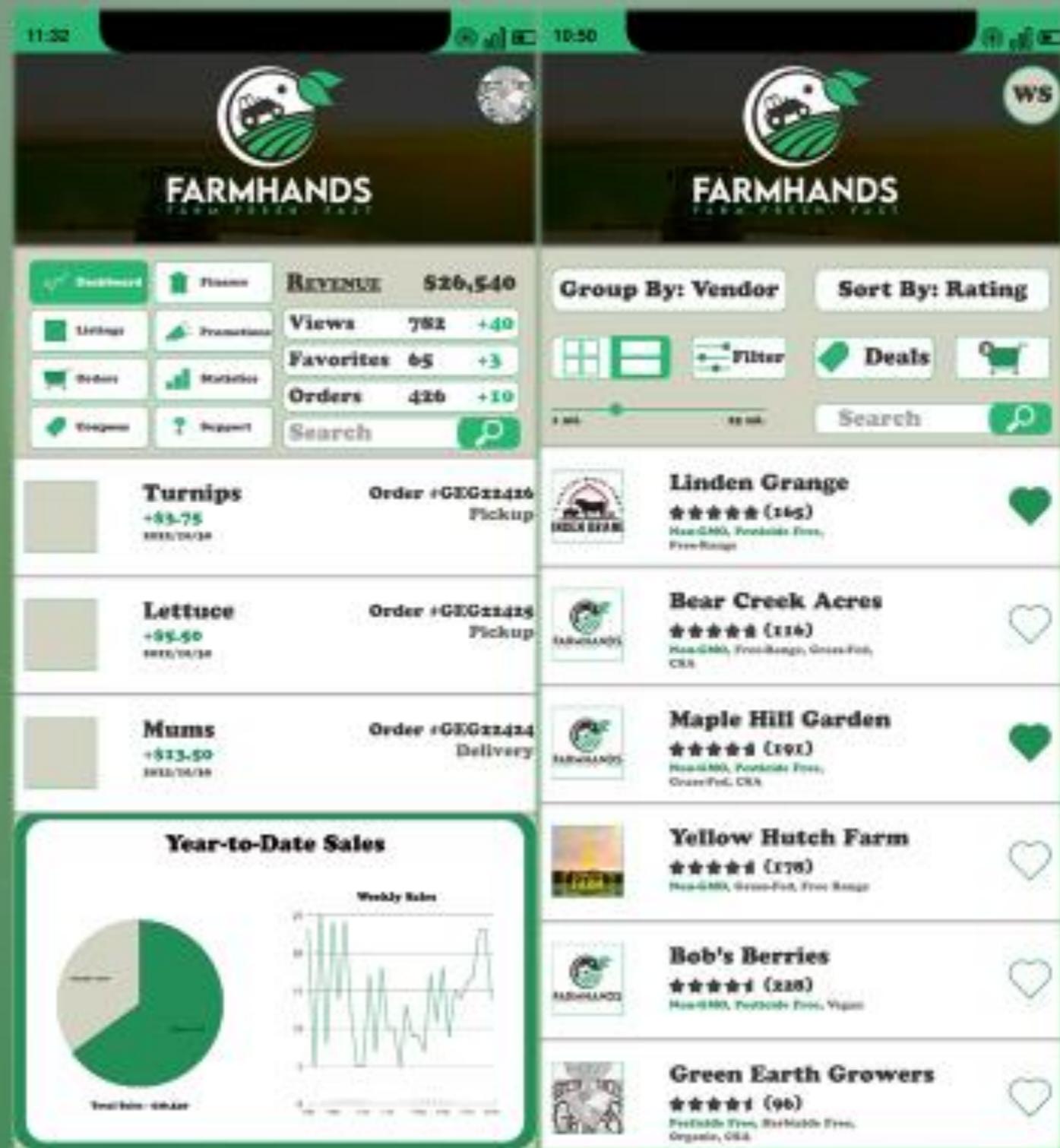
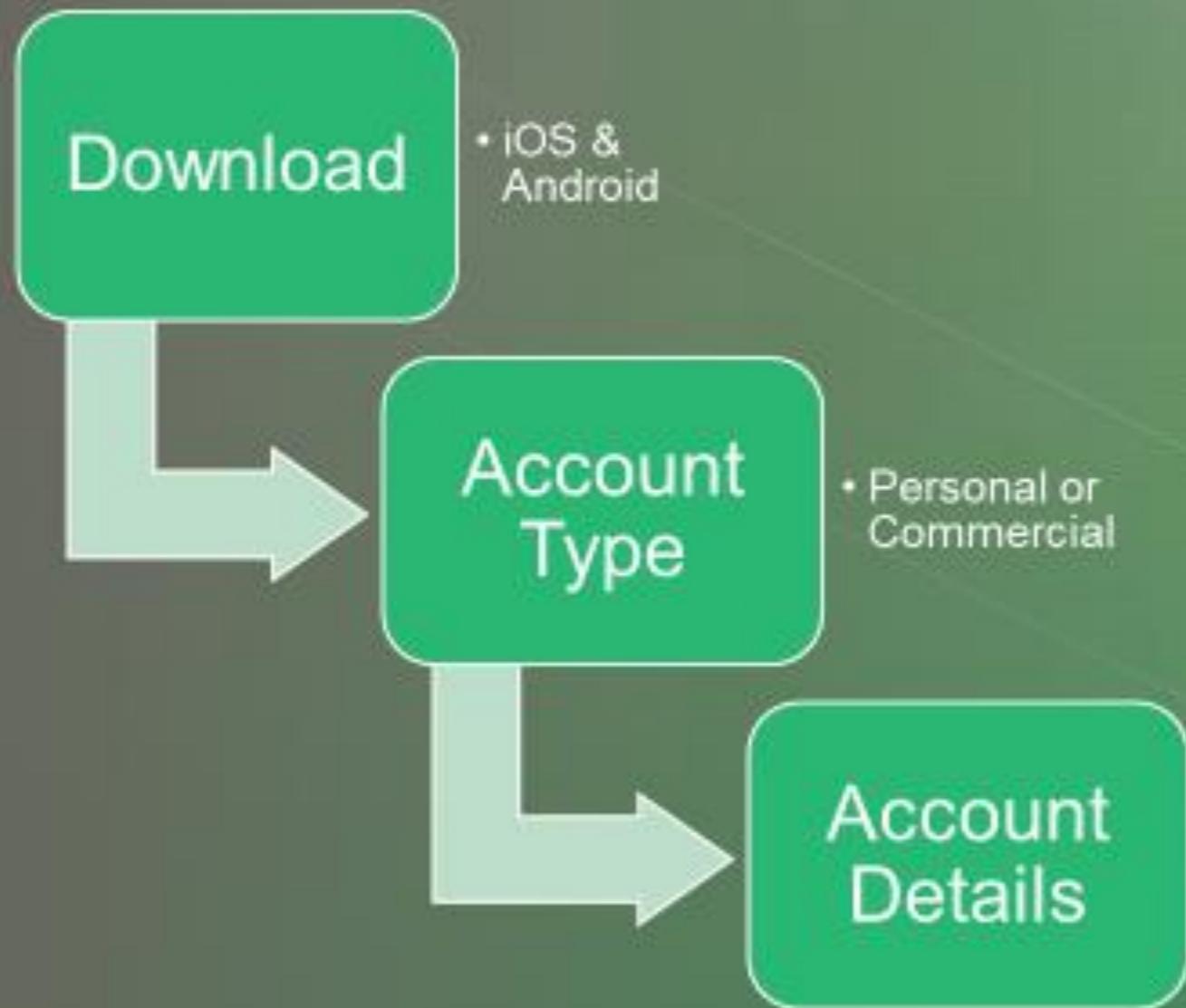
Farmhands Fresh

- Dietary filters
- Same-day delivery
- Recurring orders
- Favorite vendors

Farmhands Merchant

- Customer analytics
- Hassle-free payments
- Promotional ads
- Increased visibility

App functionality



Market Capture & Costs

		METRICS			
LINE 1:	If We Charge This:	\$37.89	Farmhands		
LINE 2:	And Our Costs Are:	\$22.00	LABOR + COMMISSIONS + ROYALTIES		
		\$0.00	MATERIALS + DIRECT MFG COSTS		
		\$22.00	TOTAL DIRECT COSTS		
LINE 3:	Gross Profit per unit	\$15.89	41.9% Gross Contribution Margin		
LINE 4:	Monthly Burn Rate is:	\$39,450			
LINE 5:	Broken down at:	29,792	7,448	2,483	573
		Per YEAR	QTR	MONTH	WEEK
		MONTHLY OPERATION			
	All Inc	\$2,732			
	Expense:	\$19,541			
	Marketing:	\$2,187			
	Net Staff:	\$6,625			
	Telecom:	\$2,428			
	Legal/Consult:				

\$10M in vendor sales

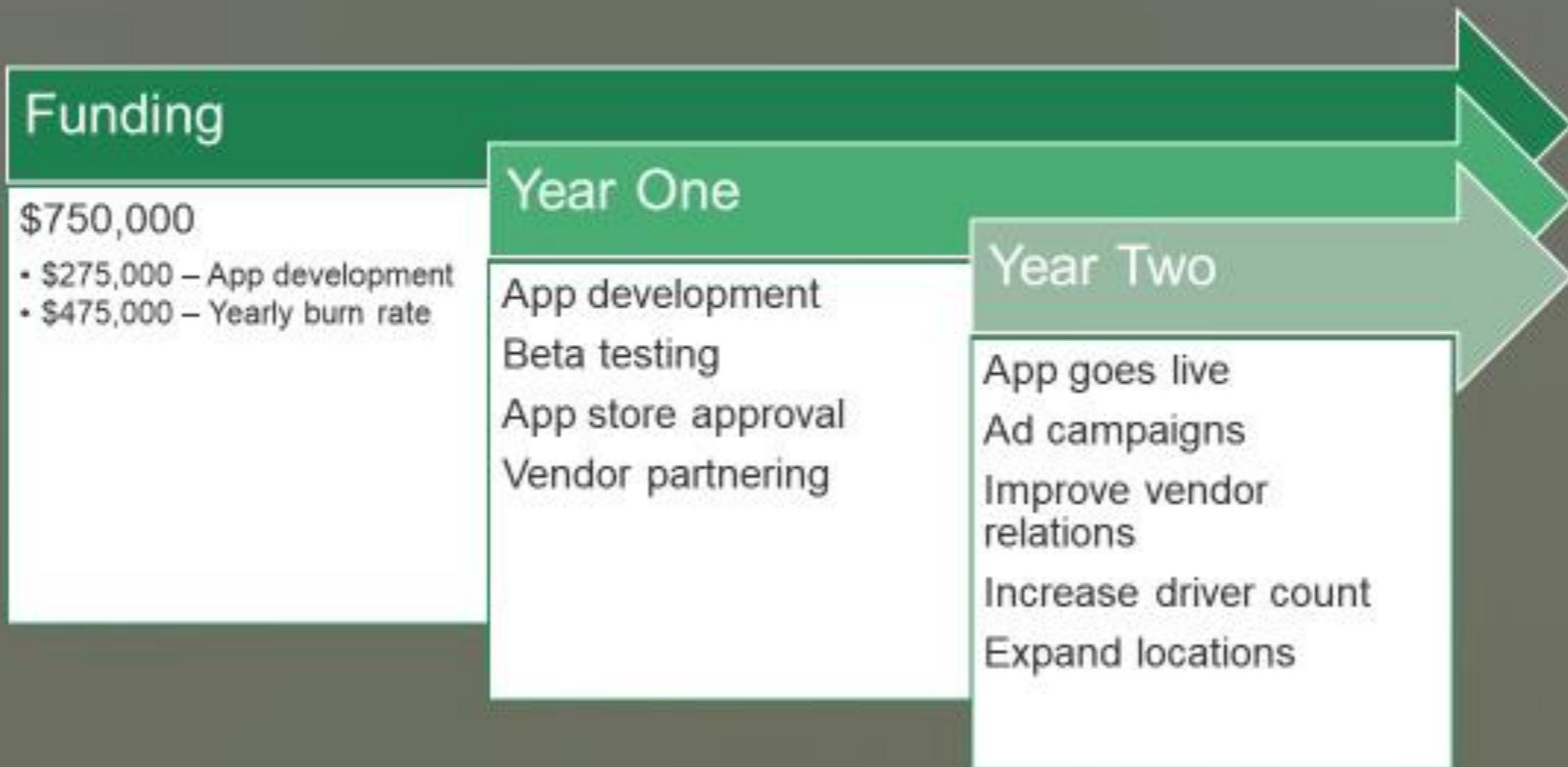
900,000 visitors

450 vendors

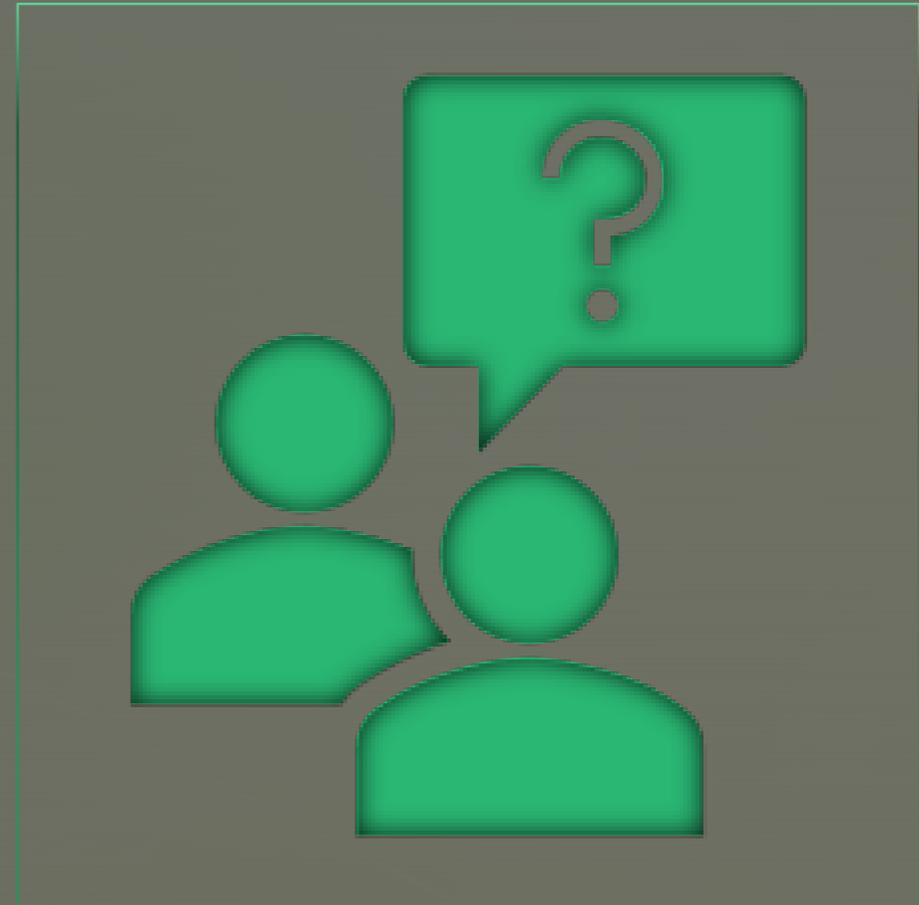
95% of sales were produced by vendor

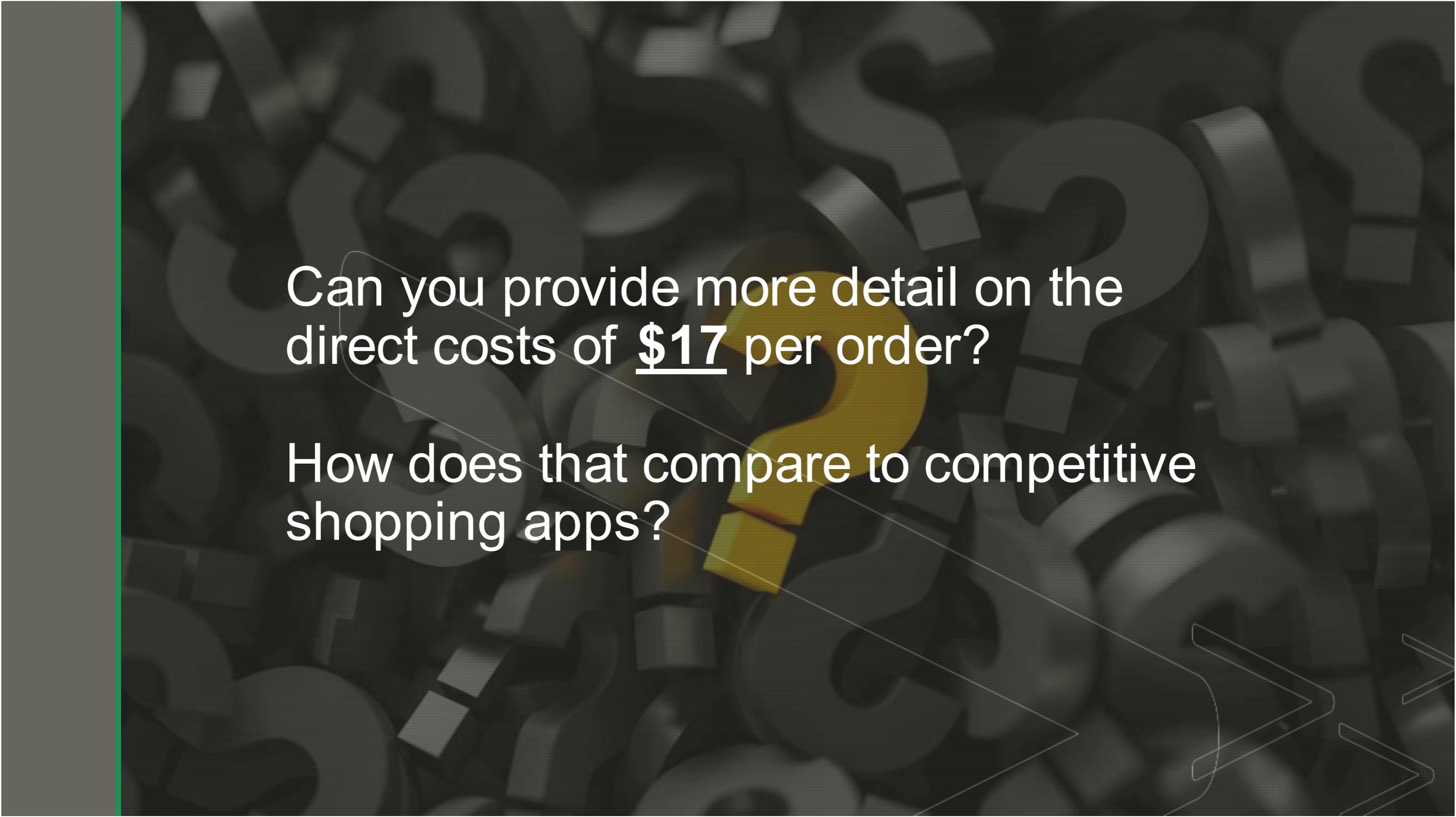
Average estimated consumer order MBV

Provisional Go



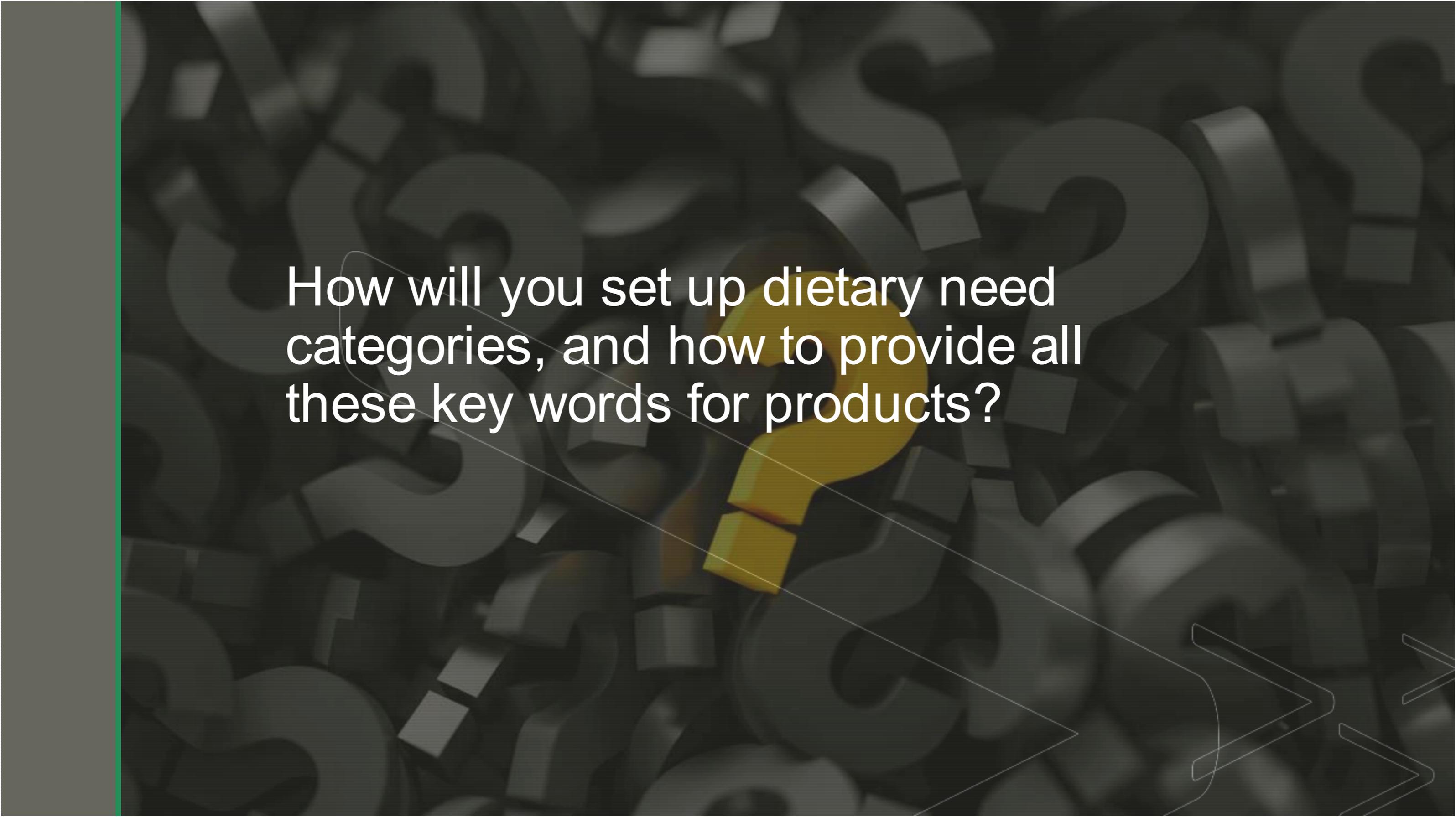
Q&A



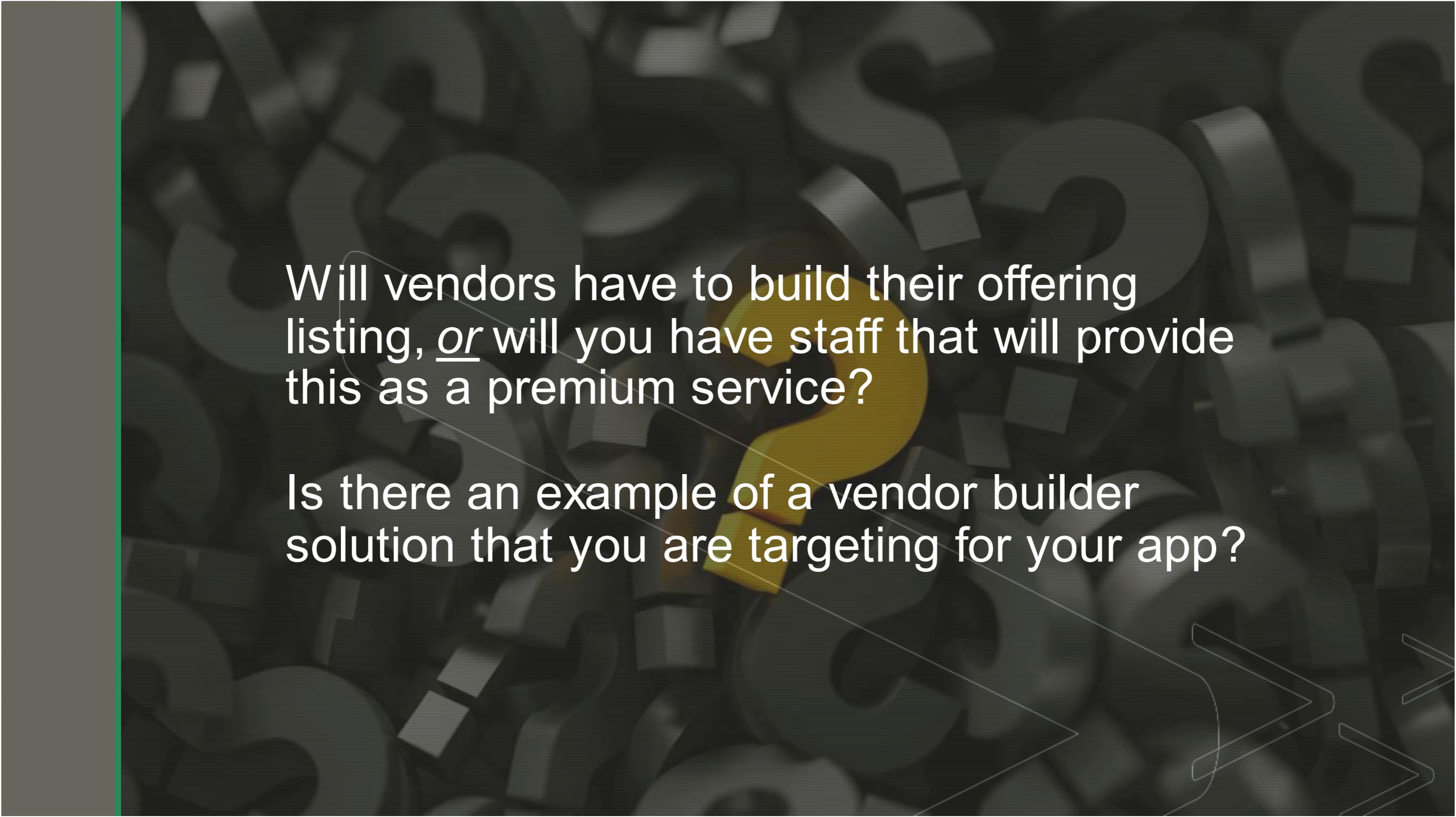


Can you provide more detail on the direct costs of \$17 per order?

How does that compare to competitive shopping apps?



How will you set up dietary need categories, and how to provide all these key words for products?



Will vendors have to build their offering listing, or will you have staff that will provide this as a premium service?

Is there an example of a vendor builder solution that you are targeting for your app?