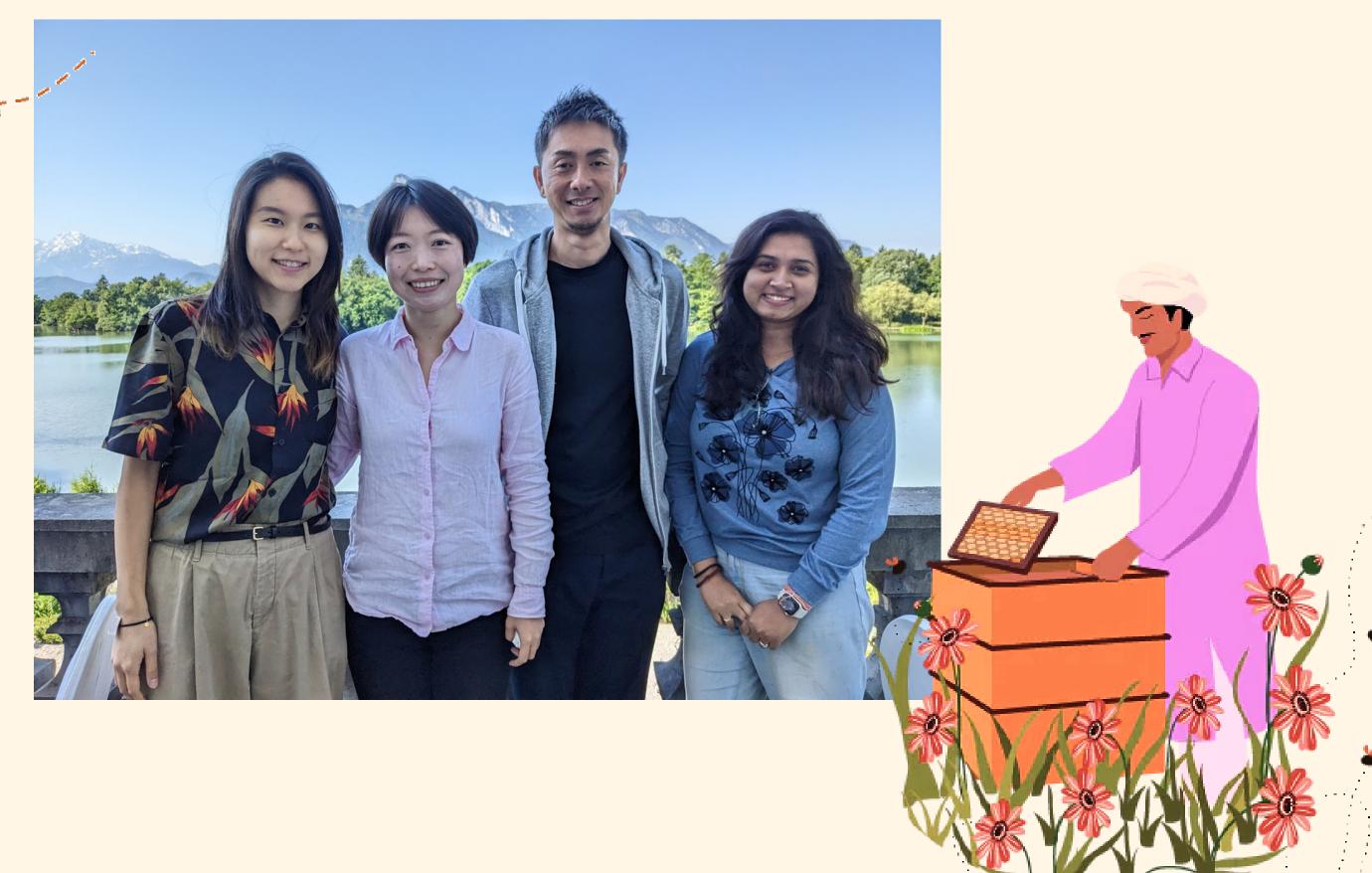
# bee kind









#### **OUR GOALS AND PRESENT-DAY STATUS**

	WHERE WE ARE TODAY		
1 AWARENESS	<ul> <li>Educate customers on real honey production and consumption.</li> <li>Highlight the importance of discerning genuine honey.</li> <li>Raise awareness about the significance of bees and beekeeping.</li> <li>A connection with customers to emphasize their role in the ecosystem.</li> <li>Increase per capita consumption of real honey and hive products.</li> </ul>	<ul> <li>Launched thehumblebee.co and humblebeekind- Continuously creating engaging content (organic reach only!)</li> <li>Taking part in exhibitions- spreading awareness</li> </ul>	
2 COMMUNITY	<ul> <li>Provide hands-on scientific beekeeping training to rural/tribal women</li> <li>Provide continuous support with troubleshooting &amp; problem-solving.</li> <li>Support aggregation efforts for community benefit.</li> <li>Foster community building and camaraderie among beekeepers.</li> </ul>	<ul> <li>Trained 60+ women in scientific         beekeeping</li> <li>Installed BeeMitras for continuous         support and handholding</li> </ul>	
TECHNOLOGY	<ul> <li>Provide beekeepers with connectivity tool- the BEEKIND app.</li> <li>Offer continuous training, decision-making tools for hive diagnosis and management.</li> <li>Foster community building and camaraderie among beekeepers.</li> </ul>	<ul> <li>Launched BEEKIND app- with FAQs,         Online speechbot (works online)</li> <li>Launched community connect feature</li> </ul>	
4 SUSTAINABILITY	<ul> <li>Fair prices and buy-back system for beekeepers' livelihoods.</li> <li>Sustainable business model as a flywheel.</li> <li>Beekeepers as shareholders.</li> <li>Building an affordable credit product for beekeepers</li> </ul>	<ul> <li>Bought back 1600 kg of honey harvested by our beekeepers</li> <li>Replicating the AMUL model</li> <li>In conversation with a few banks to launch a credit product for pilot</li> </ul>	





#### **WORKSHOP-INPUTS & LEARNINGS**

**INPUTS** 

#### **LEARNINGS**

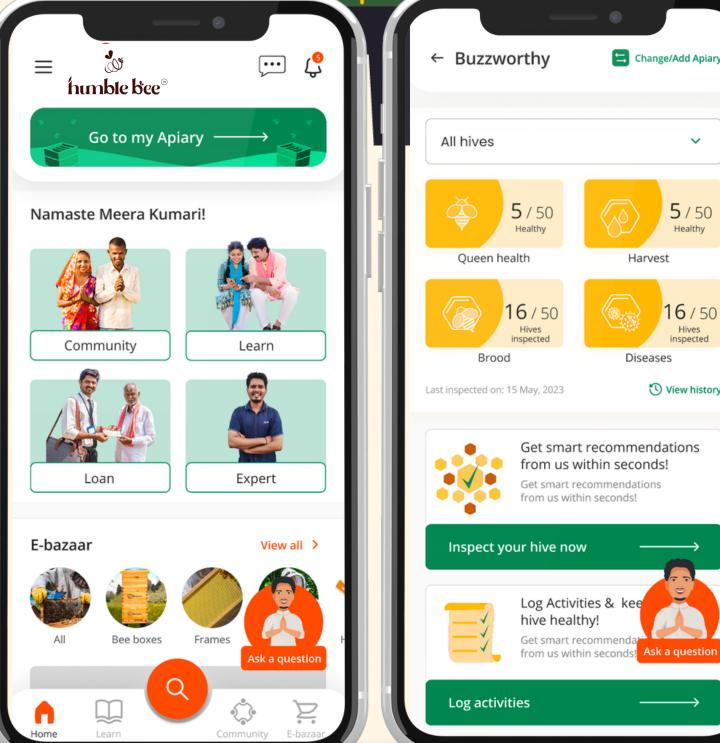
1 AWARENESS	<ul> <li>Communicate narratives and story telling (Our missions and story of beekeepers)</li> <li>Game/comic, packaging, human centric story telling</li> <li>Build a brand strategy and positioning</li> <li>Reference of other premium quality products in Japan</li> </ul>	<ul> <li>Bring stories, visions, and stories of beekeepers</li> <li>It requires in-depth study in understanding effective story telling to the target audience and branding</li> <li>Enhance in India, find collaborators in Japan</li> </ul>
2 COMMUNITY	• Create <b>one</b> solid platform that engages beekeepers	<ul> <li>Deepen the current community of 60 beekeepers</li> <li>Ensure beekeepers gets holistic technical inputs and community support</li> <li>Increase engagement of to the platform</li> </ul>
TECHNOLOGY	<ul> <li>Start with a simple and lean technology</li> <li>Audit log based system for traceability</li> <li>Build a simpler architecture for BEE KIND speech bot</li> </ul>	<ul> <li>The current technology suffices for traceability, no necessity for blockchain technology for now</li> <li>Possible to create BEEKIND offline</li> </ul>
4 SUSTAINABILITY	<ul> <li>Clarify the end vision of the project</li> <li>Narrow down from the big picture to the end view</li> </ul>	Aim for Sustained Service



### **NEXT STEPS**

NEXT STEPS	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Communicating the narrative	•			
Host tasting drives (partner with coffee/cheese companies)	•			
Partner with. boutique stores, coffee shops, yoga studios, premium hotels		0		
QC certifications required for exporting to Japan		<del></del>		
Enhance the BEEKIND app for offline usage (with more features)		<del></del>		
Saturate the current community			0	
R&D for health benefits			•	
Packaging and partnership research for India & Japan	•			





The Technology: For enabling Scientific beekeeping at scale

## With BEEKIND App

- AI-based Vernacular voicebot and expert connect
- Hive & harvest management & disease diagnosis
- Marketplace for quality beehives, colonies & hive tools
- Smart Migratory Route Planning
- Complete traceability and 100% quality assurance
- Community Connect & camaraderie: new-age cooperative model

Al-powered Hyperlocal Data-backed

Vernacular





Yuko San, Parag San, Karthik San, Daisuke San, Zucca San,

Masato San, Yuko San, Kiyomi San and Nippon Foundation,

Charles, Ian, and the entire SGS family &

Our fellow fellows