

b'ee kind





OUR GOALS AND PRESENT-DAY STATUS

OUR GOALS AND OBJECTIVES

WHERE WE ARE TODAY

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



WORKSHOP- INPUTS & LEARNINGS

INPUTS

LEARNINGS

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



The Technology: For enabling Scientific beekeeping at scale

With BEEKIND App

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



AI-powered

Hyperlocal Data-backed

Vernacular

Diverse natural aromas, flavors & health benefits

Unprocessed, single-origin, real honey from sealed combs of Super chambers only

Fair-trade





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