Giving Farmers a Fighting Chance: Transforming the Rural Economy in Zacatecas through Mobile Technology

Milestone #4
System Review

Admins
- System admin
- Data maintenance

- Receiving price inf.
- Update market price inf.
- Update crop info.
- Offer to buy
Sustainability Overview

• **Human Resources**
  - (initial stage) Managed by our team & partner
  - (future) Independent as NPO

• **Technology**
  - (initial stage) Training by our staff
  - (future) Self-training and apprenticeship

• **Operational**
  - Incorporate farmers from current trials

• **Financial**
  - (initial stage) Financial support from banks
  - (future) Continuous investment by farmers
Human Sustainability

• Project Managers
  o (initial stage) Our team & partner
  o (future) Employed managers
• Administrators
  o (initial stage) Our team & ITESM students
  o (future) Employed technicians
• Agents
  o Local village leaders
  o Liaison between project and government
• Farmers
  o Farmers
• Buyers
  o (initial stage) Existing middlemen
  o (future) Existing middleman and whole sellers / retailers
Technological Sustainability

(initial stage)

Admin

Agents

Buyers

Farmers

(future)

Admin

Technical support desk

Agents

Buyers

Farmers

Out team

Training

Training

Training

Self-training

Self-training

Self-training
Financial Sustainability (1)

(initial stage)
• Income
  – Support from Gov

• Outcome
  – PC, Cell phones
  – Other equipments
  – Software development (incl. documentation)

(future)
• Income
  – Commission fee from farmers
  – Support from Gov

• Outcome
  – Operating costs
  – Labor costs
  – Continuous investment
Assume that annual income of a farmer family improves from $2,000/yr to $4,000/yr. If there are 20 families in a community, a family pays $100/yr for this project. (5% of income improvement)
Qs/Cs?