




<p style="text-align: center;">Anicytor: Carbon Emissions Free / Animal pedaled tractor for Agriculture and Transportation</p> 	<p style="text-align: center;">Value Proposition</p> <p>Cheaper tools as locally made, Works like tractor, Farmers easily handle it, Has no fuel expense, No complicated system to repair, Reaches where a tractor cannot, Avoids man and animal fatigue.</p> <p>Technological, economic, social, health from better income and food security.</p> <p>Smallholder farmers technological need, excessive carbon emission, joblessness, rural youth migration, food insecurity.</p>	<p style="text-align: center;">Marketing Strategy</p> <p>The company uses ‘a word of mouth’ marketing system in which consumers convey their experiences of a product and services in their day to day communications with others.</p> <p>The company participates in exhibitions and bazaars organized in strategic places.</p> <p>Field demonstration and awareness raising will be carried out.</p> <p>In addition, the company displays some of its products to the public in front of the workshop.</p>
<p>Team of Researchers/Inventors/Creators (Family name: Legesse, First name: Sitotaw, Title: Mr, Position: Manager)</p>	<p style="text-align: center;">Competitive Advantages</p> <ol style="list-style-type: none"> 1. It gives multi purposes such as Farm land preparation/ plowing, Seed row planting, Organic fertilizer broadcasting, Harvesting, Battery charging, Transportation, Town cleaning 2. Cheaper as it can be made from local materials and uses no fuel. 3. It travels/ reaches to inaccessible places by 	<p style="text-align: center;">Customer Segment</p> <p>Small land owner farmers with limited access to modern machinery. And any farmer who is interested in reducing carbon emissions on their farm.</p>

	<p>tractors</p> <p>4. Can be powered by animal, human and electric engine.</p> <p>5. Can be managed/ operated by females and handicapes</p>	<p>Town dwellers for cleaning town and snow clearing</p>
<p>Status (Patent, Mark, Design)</p> <p>Utility model patent obtained and application number</p> <p>Prototype created, tested, and evaluated.</p> <p>Level of advancement: Ready for duplication engineering</p>	<p>Necessary Investment</p> <p>- The largest cost is the establishment of workshop with its machineries and power supply sub station.</p> <p>-The most expensive and key resource for the mass production is machineries such as iron grafting machine/ Torno for making external and internal gears or sprockets.</p> <p>-The key activities are demonstrating, training, and awareness raising for farmers and key stakeholders.</p>	<p>Revenue Stream</p> <p>Customers are prepared to pay for a functioning and energy saving farming tool.</p> <p>Before the innovation of this technology, few farmers pay for technology use in farming particularly for land preparation and harvesting. But hereafter, smallholder farmers buy and use Anicytor technology for land preparation, row planting, fertilizer application, and harvesting.</p> <p>Therefore, the company plans to generate income from manufacturing, whole sale, spare parts manufacturing, and maintenance.</p> <p>Since the major customers are smallholder farmers, they can make a one time payment or can get loan through rural micro finance or</p>

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