

**AGRI-TECH-TURE
CAPSTONE COMPETITION**



First Deliverable Student Guide

Session 1
Company Formation & Market Research

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Your first submission

The submission explains your company, its customers and the evidence behind the idea.

- | | | |
|-----------|----------------------------------|---|
| 01 | Company identity | Your company name and the problem you want to address |
| 02 | Mission statement | Who you serve and the purpose of your company |
| 03 | Leadership and team roles | Who owns each part of the work |
| 04 | Target customers | Specific buyers, products and purchasing needs |
| 05 | Market research | Sources, findings and open assumptions |
| 06 | Community impact | Who benefits and how you will measure progress |



Company identity and mission

A clear mission connects your agricultural idea to a specific customer need.

YOUR COMPANY

Company name: [your proposed name]
Problem: [a need supported by research]
Customer: [your primary buyer]

MISSION SENTENCE

We provide [product or service] to
[customer] so they can [benefit], using
[proposed approach].

Illustrative example

CampusHarvest AgriTech proposes locally grown lettuce for nearby restaurants seeking regular deliveries.



Leadership and team responsibilities

Assign an owner to each output and identify how the team will coordinate.

Suggested responsibility	Member	Output to own
Team coordination	[Name]	Schedule and combined submission
Customer research	[Name]	Buyer profile and interviews
Agriculture and technology	[Name]	Product and method research
Facility planning	[Name]	Site questions for Phase 2
Business and finance	[Name]	Market analysis and price research

Record each member’s school, major and role in the companion worksheet.



Target customer profile

Choose a buyer segment, then describe its purchasing needs.

Possible buyers

- Restaurants
- Grocery stores
- Schools
- Hospitals
- Community buyers

Profile field	What your team records
Buyer and location	Segment, service area and buyer role
Product and unit	Product, quality needs and purchase unit
Volume and frequency	Expected amount and buying schedule
Current buying problem	Gap your research identifies
Supporting evidence	Source, date and status of the finding

Worksheet task: complete one primary buyer profile and note a secondary market.



Market research workflow

Research should explain who will buy, why they will buy and what remains uncertain.

- 1 Find sources** Identify potential buyers, existing suppliers and useful public information.
- 2 Ask buyers** Use the interview questions to learn purchasing needs and supply problems.
- 3 Record evidence** Save the source and date. Label self-reported interest and assumptions.
- 4 Analyze the market** Explain demand, alternatives, pricing evidence and access to customers.
- 5 Name research gaps** List unanswered questions and assign the next research task.



Buyer interview questions

Record the buyer's role, interview date and answers in the worksheet.

- 01** Which products do you buy, and what quality or packaging do you need?
- 02** How much do you purchase, in which units, and how often?
- 03** Who supplies you now, and which supply problems occur?
- 04** What delivery schedule and ordering process work for you?
- 05** What price information can you share for the same product and unit?
- 06** What would you need to test a new supplier or consider a purchase?



Market analysis summary

A short summary connects your findings to the business opportunity.

Demand

Describe who buys the product and the evidence for volume and frequency.

Price and sales channel

Compare prices using the same unit. Explain how orders and deliveries may work.

Existing alternatives

Identify current suppliers or substitute products and the gap you found.

Open assumptions

State what still needs research and how it could change your idea.

Summary prompt: What evidence makes your proposed company worth developing?



Evidence and assumptions log

Each finding needs a source and a clear statement of what it supports.

Source and date	Finding	Status	Design implication
Buyer interview [buyer / date]	[Answer in the buyer’s units]	Self-report	[Product or delivery need]
Public source [title / URL / date]	[Relevant fact or figure]	Sourced fact	[Market or site question]
Team assumption [date]	[Input still to verify]	Assumption	[Decision it may change]

Citation example

Organization or interview role, source title, date, link or interview note.



Community impact statement

Explain who benefits and how your team could measure the result.

STATEMENT TEMPLATE

Our proposed company could benefit [group] by [specific activity or service]. We will track [measure] to evaluate the result.

Possible measures

Student training participation
Local purchasing or deliveries
Food distributed to a defined group





How Phase 1 informs engineering

The next phase uses your research to shape the facility concept.

Buyer product requirements

Crop or product choice

Purchase volume and timing

Capacity and harvest planning

Delivery and storage needs

Packaging, storage and distribution

Student training activities

Education and observation spaces



Phase 2 preview
Facility concept, technology choice
and preliminary cost categories



Before you submit

Use the companion worksheet to complete and review your first deliverable.

01 Company name and mission explain a clear purpose.

02 Leadership structure and task owners are complete.

03 Target customers and purchasing needs are specific.

04 Market findings include sources, dates and units.

05 Assumptions and unanswered questions are visible.

06 Community benefits include a proposed measure.

Final step Confirm the current deadline and submission destination with the organizers.