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The Product Is a Service Blueprint

VayuKheti could sell a spraying promise. Could it deliver one reliably?

CUSTOMER

Requests a slot

Receives confirmation

FRONTSTAGE

Sales accepts booking

Operator arrives

BACKSTAGE

Weather + drone availability

Route + staff allocation

PROOF

Job ID + completion record

Invoice + dispute resolution

Service blueprint = customer-visible steps + invisible work + evidence at every handoff.

ROOM TEST · Who owns the failure when a confirmed spraying slot is missed?

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MVPs Are Different Contracts With Reality

Choose the least expensive test that can disprove the riskiest assumption.

FRACTIONAL / CONCIERGE

Human fulfils a narrow promise.

Tests willingness to pay and delivery effort.

Example: manually schedule 10 FPO jobs.

WIZARD-OF-OZ / HYBRID

Real customer interface; partly manual backstage.

Tests usability and repeatable handoffs.

Example: online booking, manual dispatch.

FUNCTIONAL VERTICAL SLICE

Real end-to-end workflow with data, states and recovery.

Tests technical reliability at small scale.

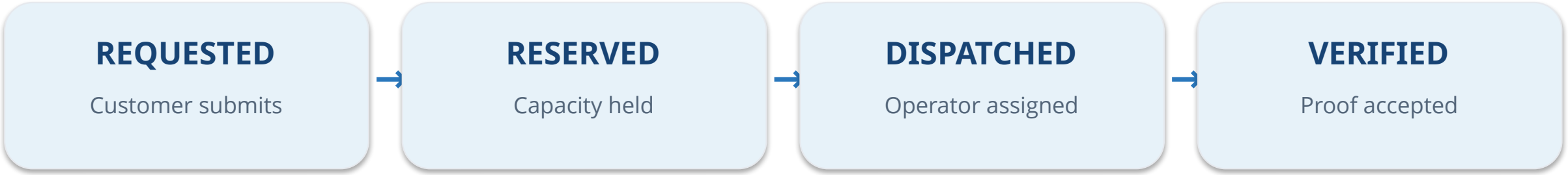
Example: book → reserve → dispatch → verify.

VC LENS · What evidence earns the right to automate the next step?

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Design Failure States Before the Happy Path

A functional MVP must remember what happened and recover safely.



EXCEPTIONS · Cancelled / Weather blocked / Duplicate / Disputed

Idempotency: retrying the same booking ID must not create a second reservation or charge.

LIVE CHALLENGE · Who can reverse a booking, and where is it logged?

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Capacity Is a Range, Not a Promise

Weather, routing and downtime turn theoretical output into uncertain delivery.



Example: 3 drones × 25 acres/day × 8 days = 600 acres theoretical capacity.

DECISION · Sell a capacity band, reserve a buffer, or buy standby capacity?

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A Pilot Is an Experiment With Stop Rules

Define what success and failure look like before the first customer arrives.

HYPOTHESIS

FPOs will pay for reliable scheduled spraying.

MEASURE

Paid completed acres; repeat orders; contribution margin.

GUARDRAIL

Safety incidents; cancellation rate; unresolved disputes.

DECISION

At a fixed date: expand, redesign or stop.

Ten interested buyers are not ten paid, completed and repeatable deliveries.

ROOM VOTE · What result would stop the pilot even if revenue rose?

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Instrument Learning, Not Vanity

Separate demand expressed, service delivered and repeat behaviour.

SIGNAL	WHAT IT SHOWS	WHAT IT DOES NOT	NEXT ACTION
BOOKED ACRES	Interest expressed	Not delivery	Track completion
COMPLETED ACRES	Service delivered	Not profit	Track unit margin
SECOND PAID ORDER	Repeat behaviour	Not durable retention	Compare cohorts

VC EVIDENCE · Show a before/after cohort with a defined denominator.

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What Does the Next ₹10 Lakh Actually Buy?

The investment decision is about reducing the next binding risk.

PRODUCT

Automate scheduling and prevent duplicate bookings.

Risk: demand may still be weak.

OPERATIONS

Improve utilisation, dispatch and recovery.

Risk: manual delivery may not scale.

COMMERCIAL

Run paid pilots in one compact geography.

Risk: delivery may fail under load.

FINAL CALL · Which option removes the most uncertainty per rupee?