

## **ABSTRACT**

Many farmers have problems in lacking access for funding because they are categorized as un-bankable. While demand for food keeps increasing, the demand for funding in agriculture sector keeps increasing, too. Considering that the majority of Indonesian farmers are Moslems, Lumbungku as a new startup develops an Islamic crowdfunding platform with *aqd mudarabah muqayyadah* as an alternative to conventional financing for farmers, thus making financing in agriculture to be more accessible for them by utilizing the power of digital technology while complying to sharia law. A business model design for this financial product is necessary to enable the company to create, deliver, and capture values for the customers, which are the funders and farmers. The steps in this research include mapping customer profile, business environment and business existing condition, SWOT analysis, value proposition design, and followed by developing the business model canvas. The value proposed in this business model for the farmers side is to raise and empower farmers, while for the funder side is providing a secure social investment platform that complies to shariah. Both values are linked using a shariah agriculture crowdfunding platform. Another vital aspect to realize this business model is risk mitigation, and this can be achieved by doing farmers and land profiling, supervising, and mentorship to farmers.

*Keywords:* Business Model, Business Model Canvas, Agriculture, Islamic Financing, financial technology, *Mudarabah Muqayyadah*