



CotL

Harvest 2022-23

CotL uses cutting-edge meteorological science and sensor technology to display real-time information for growers so they know when they can spray their crops.



In 2018, Agricultural Excellence Alliance, made up of a team of agriculturists, had put a bid up for a pilot weather mesonet in South Australia. Since then, the SA Government had prompted the project to become privatised, where CotL was created. AgEx then employed sub contractors that included a meteorologist, a former BoM manager and a general manager - Damon Grace, with a background of project management and engineering.

COTL's HARVEST JOURNEY

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It was great to meet a range of other founders and hear about their agtech start-up struggles and successes.

It was great to have an individual coach to be a sounding board for my issues and provide insights to help tighten up my product offering.

Damon has engaged thoroughly with the program and derived value from the structured and coaching components of the program. Damon has benefited mostly from the program working to develop a clearer strategy to grow the business in South Australia by understanding more deeply his target segments and his GTM.

The Harvest program has helped Damon to better understand these challenges and look for new ways to expand the business. The evokeAg event allowed Damon to test his hypothesis on his GTM strategy and deepen his relationship with key stakeholders in the industry.

WHAT'S NEXT?



F2F WAS CRUCIAL IN DEVELOPING OUR GO TO MARKET STRATEGY AND ENSURING OUR PRODUCT-MARKET FIT, CHANNELS AND REVENUE MODEL WERE APPROPRIATE AND IN ALIGNMENT.



Damon is an Environmental Engineer and splits his time between Sydney and Adelaide.



COTL has now established a go-to-market strategy and have opportunities ahead to enact and the opportunity to expand internally.

COTL has a clear vision with enhanced startup fundamentals skills and the ability to identify potential funding sources

About Farmers2Founders

We help build agrifood tech and innovation solutions that deliver commercial benefit and industry impact across agrifood, fibre, fisheries & aquaculture. By supporting more producers to collaborate with agrifood tech developers and innovators to fast-track the development, commercialisation and uptake of agrifood solutions.

