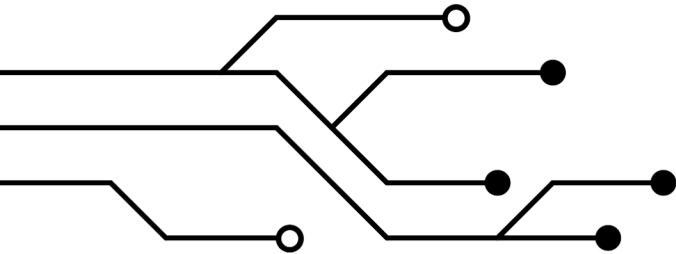


SPADES

Harvest 2022-23



Spades was created to support farmers/producers with their quality assurance compliance and be up to date with industry standards.



Spades founder, Jennifer McKee has a background in government policy, biosecurity, resource management and compliance auditing.

Currently Spades offers a subscription based service to Australian grower groups, small to medium businesses and supply chains as well as in New Zealand.

Jennifer has spent 1:1 time with farmers to ensure the platform has the capabilities and requirements consumers need to utilise the platform effectively.

TNQ

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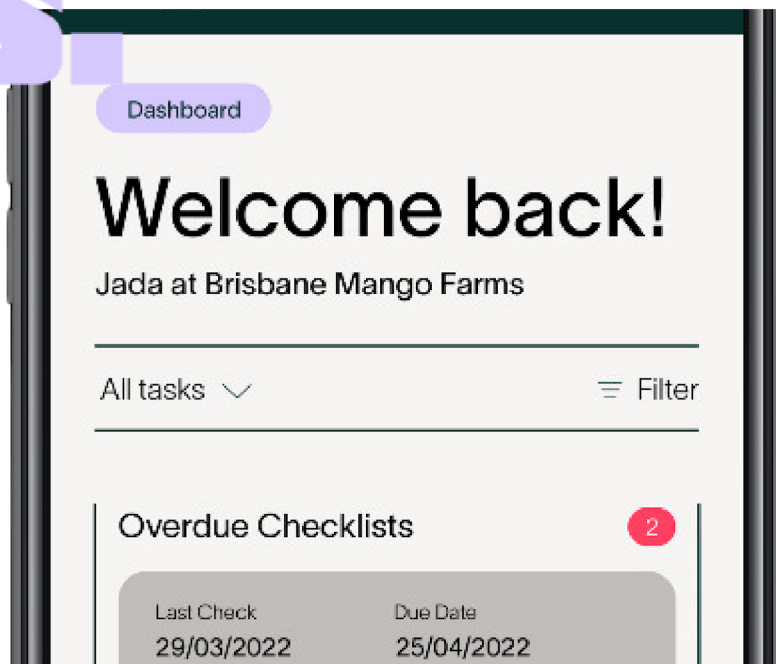
Drought Hub

SPADES' HARVEST JOURNEY

SPADES



The Harvest Program was invaluable to my business, helping me to understand my customer and other segments of my business model. The program team is experienced, knowledgeable and more than willing to help or provide you with the right resources. Highly recommend if you're in the early stages of business.



Over the course of the Harvest Program, Jennifer had developed her Go-to-Market strategy, refined her business model with a better understanding of her customer segments.

Jennifer's biggest learning from the program was looking at the cost of customer onboarding and improving retention. Jennifer had presented to her Advisory Board meetings the updated Business Model and Go-to-Market strategy which helped refine her thinking to a different perspective of developing Spades.

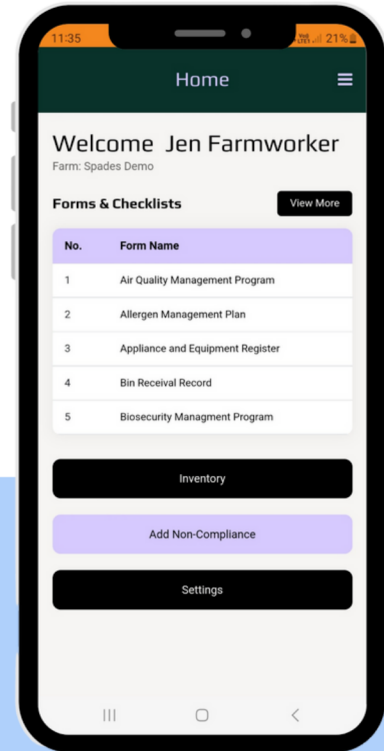
Jennifer displayed the commitment to Spades throughout the program through the quality work, consistent participation and ability to adapt to feedback provided from her coach, advisory board and F2F team.

WHAT'S NEXT?

Jennifer's plan for the remainder of 2023 is to continue the traction she has gained so far through her marketing plan and demonstrate the ongoing support to new customers. She found the importance of onboarding to new technology for farmers and will be developing an onboarding process that is consistent with the high-quality support already in place.

As part of her marketing plan, Jennifer will be advertising to target one customer segment in particular for the next 6-12 months. She has also committed to attend more field days and conferences where farmers are more present to continue Spades' brand awareness in the industry.

Jennifer is based in the tropical growing region of Far North Queensland and is passionate about making compliance easier for growers and producers



Spades has been proven to be an exceptional SaaS product to be in the agriculture industry that can offer a variety of services to farmers around Australia. Jennifer will also be exploring potential opportunities in New Zealand.

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.

