

# Farm Service Manager

Bootcamp 2019

From tech-savvy farmer to global agtech app developer

David and Sue Ricardo are broadacre dryland farmers specializing in cotton and grains in the Walgett district of NSW. Like many farmers, David kept records of all machinery on the farm through a service book that he stored in his workshop. But in 2018, when David lost the service book for 6 months, he saw the need for a digital version. David began developing Farm Service Manager, contracting a team of engineers overseas and designing features that would solve his own problems, knowing other farmers faced similar challenges.

David and Sue released Farm Service Manager in 2018 during the Australian Cotton Conference to a crowd of hundreds of farmers. From there, the app grew to serve 400 farms, with 650 paying subscribers and more than 5000 machines listed.

Farm Service Manager is a digital logbook that helps farmers manage their machinery service records across all makes and models of machinery.



**“Farmers often say, “good fences make good neighbors”, my motto is “good records make good management.”**



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## Farm Service Manager’s Bootcamp journey

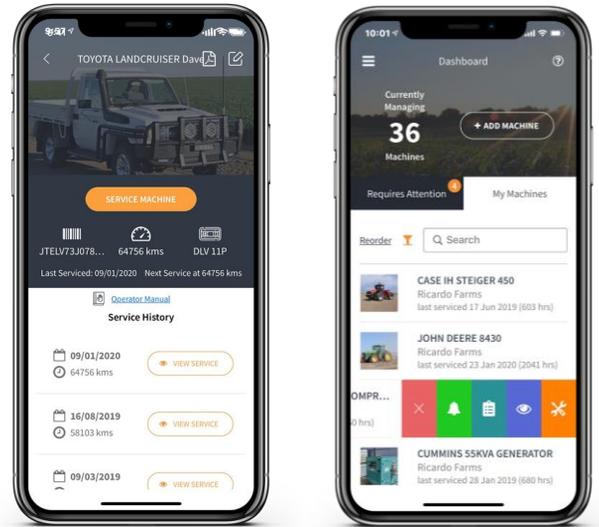
After meeting the F2F team at a workshop and appreciating the industry perspective they brought, David applied to the Business Bootcamp. David was accepted to the Bootcamp with support from GRDC, with a goal to grow Farm Service Manager’s subscriber base to 1000, which would represent \$100,000 in income annually.

During the Bootcamp, David and Sue participated in regular coaching sessions and group calls, learned how to use new digital tools and marketing tactics, and had opportunities to pitch the app to both the agtech community and groups of farmers.

A big focus during the Bootcamp was digital marketing. David designed and ran ads across Facebook, Twitter, LinkedIn, and Google, testing multiple approaches to attract visitors to the website and convert them into subscribers of Farm Service Manager.

David and Sue invested significantly in their marketing during the Bootcamp to acquire new subscribers. Over the 3 months they grew the subscriber base by more than 20% and doubled the number of new farmers signing up each month.

For David and Sue, the best parts of the Bootcamp were the one-week in-person “bootcamp” and the individual coaching sessions. Having an outside perspective to help them work on the business was key - for example, in helping David identify opportunities or challenges he hadn’t noticed, like the importance of a free trial version of the app.



## A lasting impact for the app, the farm, and the industry

*“Working with coaches and talking to customers to ask for feedback is a totally different process. I’m used to thinking if I wanted something done better, well, I’d have to do it myself. The F2F coaching team brought new ideas, a different perspective, and smarter ways of handling planning and making decisions. I appreciated their professional approach and positive ‘can do’ nature.”*

	Before Bootcamp	After Bootcamp
Acquisition channels	1	5+
Monthly revenue	\$2,500	\$6,500
Average new subscribers per mo.	30	50+



*“I can now measure how I get customers. I’ve improved the activation rate, and trialled new channels to drive traffic and acquire customers...Overall, I have a new understanding of my customers, tactics for marketing and business growth, and what it will take to scale into a worldwide app.”*

## 6 months on

Farmers2Founders helped David and Sue expand their thinking about the potential of Farm Service Manager. Before F2F, David was excited about getting to 1000 customers. Now that they have nearly reached this goal, they're wondering what having 1M customers would look like, and what it would take to get there. The ultimate vision is big: they want to see Farm Service Manager service records become the industry standard in used machinery sales.

"There are good ideas out there in agriculture, but farmers might not know how to take them forward or might not be achieving the things they could. Farmers2Founders helps uncover these ideas and support these farmers."

Customer Sandy Stump of the Eurambeen Farming Company loves the product.

"We've found Farm Service Manager to be really handy. Our two full time staff use it, and it has helped us to centralise all our machinery records into one place. I also like that David is willing to take on feedback and keep making improvements to the app."

## Key Bootcamp results



Increased monthly revenue by 40%



More than 200 new subscribers



Established digital marketing engine

## About Farmers2Founders

Farmers2Founders is a private national organisation that exists to support producers to develop and adopt new innovations in food and agriculture. F2F is supported by 5 of the Research and Development Corporations as well as by the Federal Government's Incubator Support Initiative. Read more at [farmers2founders.com](http://farmers2founders.com).



Learn More about the Farmers2Founders Bootcamp

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