



# FarmSimple

## Bootcamp 2019

From hobby to tech business

Lee and Cassie Coleman are broadacre farmers at Blackjack Farming outside of Moree, NSW. In 2015, after returning to a 'data black hole' on farm, Lee and Cassie searched for a simple, all-in-one farm management tool. Finding nothing that met their needs, they turned to Cassie's nephew-in-law Matt, a long-time software engineer, to develop their own solution.

Matt, Lee and Cassie had a shared vision: a simple product to track jobs, move grain, and manage timesheets with ease.

After building an early version of the FarmSimple app, the team made it available for a low price, "bugs and all" to other farms. Over the next 2.5 years, around 20 other farms started using the product, despite limited functionality and no real sales and marketing.

Then in 2019, Boolah, a semi-corporate farm based in Moree approached FarmSimple to customize the product for their use. With spare time on their hands during the drought, Lee, Matt and Cassie decided it was a sign: it was time to get serious and give FarmSimple a proper crack. They signed a contract with Boolah, incorporated the company, and Matt started working full time on product development.

**"There were nearly no records of what had happened on the farm for the last decade - no yields, no maintenance records, nothing. We signed up to all these different apps, importing data here, exporting there, but nothing was connected - it was costing us a bunch of money but wasn't fixing the problem."**



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## FarmSimple's Bootcamp journey

FarmSimple applied to the Bootcamp in 2019 looking for strategic guidance and support to reach more customers.

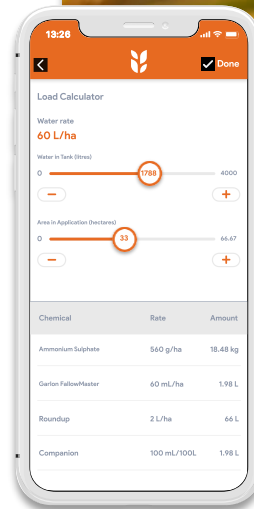
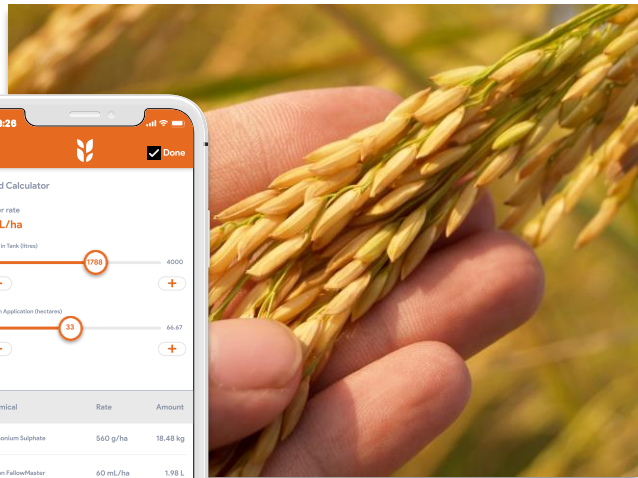
"We know how to run a farm, but running a startup was new to us. We're not agtech gurus. We knew we needed help to grow the business, and that there was a lot we didn't know."

The Bootcamp pushed the team to think about how to differentiate FarmSimple in the crowded landscape of farm management tools. FarmSimple realised that their product was uniquely suited to customers like those it was originally built for, Blackjack and Boolah: family farms that had grown significantly in size to be semi-corporate, but who still wanted to run lean like a family farm.

Doubling down on this customer segment helped FarmSimple change how they communicated about the product, the potential customers and partners they reached out to, and even how much they charged for the product.

After completing a release of features for Boolah, the team started to pursue new customers in earnest, with a fresh rebrand, new pricing structure, and marketing collateral targeted to large farms.

Over the following 3 months, FarmSimple doubled their number of customers to 50. By pursuing large customers and changing their pricing structure, FarmSimple's revenue actually grew by more than 7x.



## Selling a solution, not features

Lee's big learning from the Bootcamp is to focus on the customer and talk about the product as a pain remover.

"We used to always be in "feature land" rather than talking about how the solution added value and could take away pain and frustration. When we got clearer on who we were selling to and what they cared about, it became easier to explain why the product was useful."

"The Bootcamp also got us to stop focusing so much on building new features and focus on talking to customers and selling. It was scary at first - you always want to wait until something is ready, but they helped us see that waiting was a big risk. You have to get out there and hear from customers."



*"We really just sold it at the pub. We used it ourselves across the whole farm and couldn't help but talk about it. With the interest we got, we started to think that there might be a market for the product: operators like us who wanted something easy to use and weren't finding existing solutions a good fit."*

## 6 months on

After the Bootcamp, FarmSimple secured a \$25,000 NSW Government MVP grant to fund further product development and began conversations to raise capital from local investors. They successfully closed a \$200,000 investment to grow the business over the next 12 months, with a goal to reach 300 customers by the end of the year.

Without the Bootcamp, Lee believes they wouldn't be where they are today.

"The F2F team brings such a valuable perspective from seeing all kinds of other agtechs - they took our business and really broke it down, got into the guts of it, and helped us rebuild it into something so much stronger. It's pretty special that this kind of program for producers exists."

Boolah, their flagship customer, is excited that FarmSimple is taking off. "We love the product and how it works for us. Having it built by other farmers who get it has made a huge difference - they're building something to use themselves, and they're in it for the long haul."

## Key Bootcamp results



7x increase in monthly revenue



3x increase in active users on app



Raised \$200,000 equity investment

## 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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