

YACKER

Bootcamp 2021-21

An agtech app for industry, by industry

Emma Ayliffe and Heath McWhirter are farmers and co-owners of Summit Agronomy, broadacre consultants covering 1000s of hectares across NSW. In 2018, they developed the idea for Yacker a social networking app for the ag industry, after struggling to manage their time and answer their client's questions during the season.

Emma and Heath wanted to create a safe place for producers to engage with one another, away from the public eyes on existing sites like Twitter. "Producers don't want to be behind a keyboard - they'd rather get on the phone. We wanted to make it possible to post a question and have someone ring you, not go back and forth on Twitter or email."

Yacker is a mobile-based platform that allows farmers to join groups, post questions, and have others on the app ring them.

Em & Heath worked with an agency to develop the app over 2020 and planned to launch at cotton conference. But COVID got in the way, so Em & Heath hit publish to the app store. The app received a good response from sponsors & industry, with 5 foundational sponsors signing up for the first year of the app, and over 100 downloads in the first 6 months of the app's release.

"Farmers2Founders Bootcamp has been such an amazing experience as part of my journey in agriculture. Being able to surround yourself with innovating and exciting people that are pushing boundaries like me and being able to bounce around ideas as well as discuss some of the realities of the challenge that is being a founder was invaluable. It also allowed for connections with wonderful mentors and given me the confidence to continue to pursue, with Heath, our dream in getting our digital Ag Platform, Yacker, off the ground."



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Yackers Bootcamp Journey

Yacker applied to the Bootcamp with the goals to learn more about marketing the app and driving new downloads and user engagement.

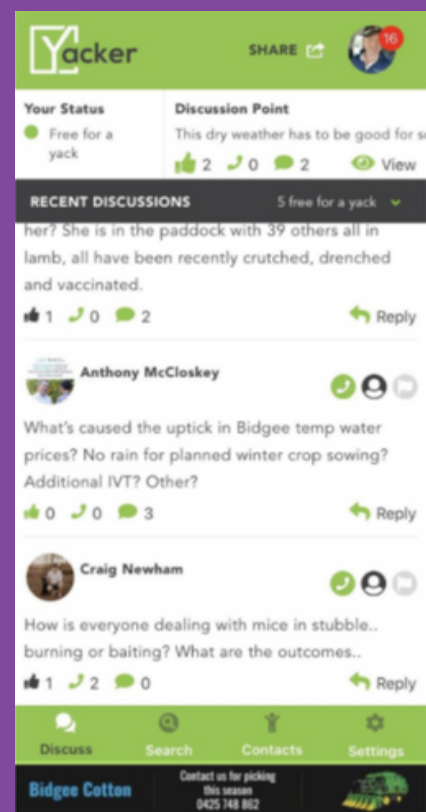
“We wanted to make new connections in the industry - we’ve never built any agtech before. And we wanted to learn more about funnels and acquiring customers so we could keep growing the app.”

Over the Bootcamp, Em & Heath learned about how to measure and optimize their marketing strategies as well as how to start getting value out of analytics.

A key moment for Yacker was being introduced to cohort analysis to understand their user engagement and retention. By getting better data on their users and behaviour, Em & Heath have been able to make data-informed decisions about one of the biggest challenges - how to manage their time.



“Cohort analysis enabled us to see which users were using Yacker on a weekly basis which gave us a really tangible measure of engagement. It helped us find a trend of how people would come onto the platform, use it for 2-3 weeks, then drop off. That helped us reach out and find out why.”



In the past we wouldn’t have had a quick way to know what initiatives were working and what wasn’t worth it. We’d just do things assuming they would work. Now we know we can test things and see if they will be valuable before committing too much time and money to it. For example, we looked at our weekly newsletter and realised it wasn’t delivering value - so we stopped wasting time doing it.

What's Next?

Yacker's ambitious goal is to reach adoption with 2.5% of the ag industry over the next 5 years - around 8,000 users. To do this, they're staying laser-focused on growing user engagement with the app - making sure that people who download the app get value out of the community and keep coming back.

"By implementing analytics properly, the Bootcamp helped us focus on what's most important for the business - understanding our user's behaviour so we can deliver the best experience to them. We can keep testing ideas to improve the app- and the more useful we make it, the more new users we will get through word of mouth, which will make it even better."

Juggling their Summit Ag commitments with growing Yacker means they'll need to grow the team, outsourcing more of their marketing, PR and community engagement. The Yacker team plans to finalise app improvements and attend multiple field days in the 2nd half of 2021.



Key Bootcamp Results



Increased users by 32%



Increased user engagement to 54%



Emma awarded Young Farmer of the Year 2021

About Farmers2Founders

Farmers2Founders is a private national organisation that exists to help producers to fast-track the development, implementation and commercialisation of agtech and innovative value-adding solutions that deliver benefit at both the individual business level and broader industry.



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