



iTRAK

Harvest 2021-22

iTRAK's goal is to develop an identification and traceability system for the red meat industry that is totally reliable, is tamperproof, can prove ownership and help address animal welfare.



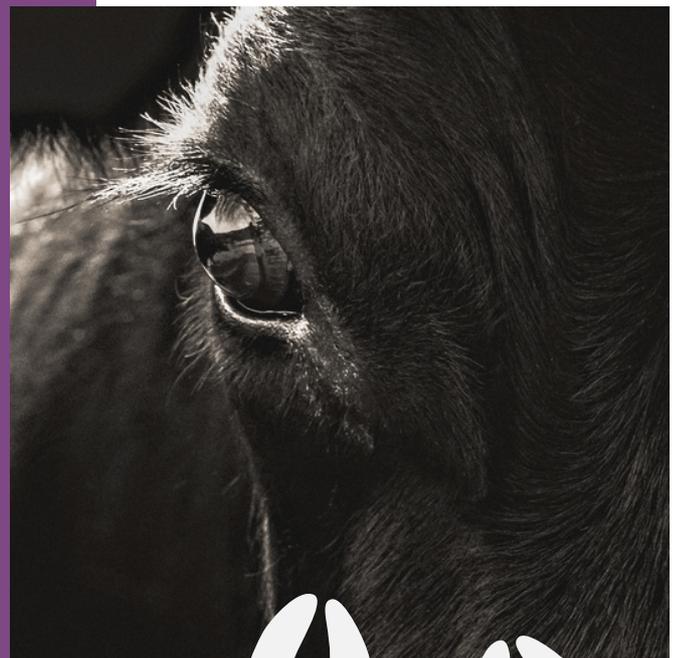
The team at iTRAK is achieving this by developing the 'next generation' livestock ID and tracking system using Retinal Scanning.

Applying technology to livestock traceability came from their deep understanding of the industry and a desire to respond to growing frustration by industry with existing identification and traceability systems, that are not reliable or tamperproof.

iTRAK'S HARVEST JOURNEY

Coming into the Harvest program iTRAK had already built a strong commercial base with their on farm WHS solution. They had a clear vision that building on their existing capabilities, they could offer a more substantial tracking system that included animals. They had entered into a partnership to commercialise retinal scanning to provide irrefutable proof of animal. While they believed this provided significant opportunities for them to commercialise, they were not sure what the next best steps were in their journey.

During the Harvest program the iTRAK team has worked hard on their own business readiness and identified that if they are to successfully attract potential investors, they needed to be better prepared. Building on their learnings from the Harvest program they have established their investor data room and are now confident they are investor ready.





F2F has been an invaluable experience for us as a new start-up in providing us with a logical and well-structured approach to managing our new business. It has helped us identify our strengths, as well as how to address our weaknesses.



WHAT'S NEXT?

iTRAK report that their most significant learning from the Harvest program has been understanding what a structured approach to growth should include. This has provided them with a more structured approach to developing their business model and has also uncovered the need for greater diversity in their management structure.

Over the next 12 months, iTRAK will continue to scale their existing products and will look to launch the new traceability product into the targeted high value animal customer segment.

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.

