



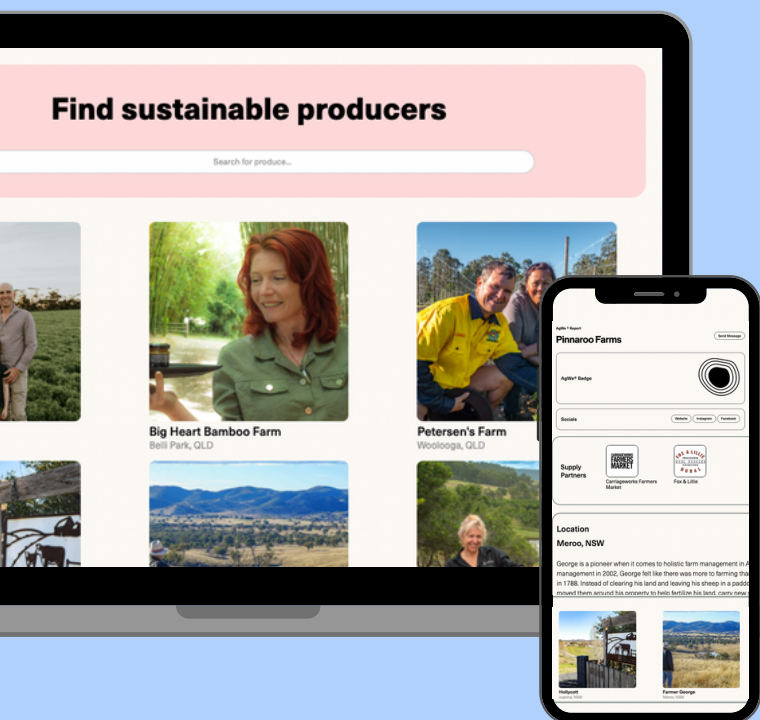
AgWe

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Harvest 2021-22

AgWe helps farmers benefit from showcasing their sustainable farming practices and telling their stories. Will and Mike seek to bridge the gap between farming and urban communities by creating a centralised and transparent platform.

This platform helps customers and buyers easily connect and source their produce or raw materials from Australia's best and most sustainable farms. The AgWe team performed strongly during the first two stages of the Harvest program and were accepted into Stage 3 with the aim of developing their business processes to enable them to scale successfully.



AGWE'S HARVEST JOURNEY

During Stage 3 of the Harvest Program, the AgWe team were able to identify the key customer segment as value-adders in the grains industry. Following customer interviews they have now recruited their first grain grower onto the platform (Pinnaroo Farms). In addition, AgWe has been exploring the commodity grains sector to determine if there is a similar value proposition as they have already been able to demonstrate in the wool industry. They are currently working with Elders to recruit wool growers who are able to demonstrate sustainable production systems onto their platform and as a result achieve premium prices for their products.

In the grains industry, AgWe have identified a number of key value chain intermediaries who potentially have similar requirements for increased sustainability and traceability (based on the AgWe system) and where there is potential to create increased prices for growers.



During the Harvest Program AgWe have focused on the following:

- Developed a clear revenue model based on: subscription packages; fee for service for development of grower marketing assets; and a percentage of marketplace transactions
- Clear understanding of value proposition and positioning in relation to competitors
- Deep understanding of the grains industry value chain and opportunity
- Go2market strategy and identification of addressable market



WHAT'S NEXT?

They have found the Harvest Program to have enabled them to:

- Develop clarity around their business structure
- Connect with potential customers
- Build strong networks and mentor relationships



The Farmer2Founders Harvest Program gives you the tools to find where your weak linkages are with the support of proven business advisors in the Ag industry. They help you to define your objectives and give you the structure you need to create a clear path to become investor-ready.



Over the next 6-12 months they are looking to increase the number of growers on their platform to >1000 and to demonstrate that these customers are able to achieve significant price premiums as a result of the increased visibility and transparency they are able to deliver.

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.

