

# Solution Blue

## Harvest 2021-22

Solution Blue cracks the insect industry's biggest challenge: quality and consistent protein output.

Edible insects are beginning to generate media and consumer attention as a cost-effective, long-term protein source that has the potential to transform how we feed our animals and ourselves. Mick Thornett, founder of Solution Blue, is addressing this problem with an innovative solution by using insects and a unique technology that is capable of lower-cost production, resulting in the highest quality product at the lowest cost. Mick has had diverse experience in the agriculture sector including as an ag pilot and as a startup entrepreneur in coffee roasting and vending businesses.

# SOLUTION BLUE'S HARVEST JOURNEY



**Before coming into Harvest we were unclear on the direction of our business. Harvest has helped us focus on the real detail of our product and concisely plan the next steps. My business is now more powerful as a result of the combined minds of F2F.**



Through his pre-existing businesses Mick had a good understanding of the manufacturing process and how to scale a value chain. At the time of entering the harvest program, Solution Blue was pre-revenue and Mick was looking to gain support around creating more strategic partnerships and networks, and to build out his financial forecasting for scaling up production. Mick had a strong understanding of the unique value proposition of his innovative process and supporting technology and how it is defensible in the industry.

Prior to joining the program, Mick had undertaken a commercial R&D project with support from AgriFutures which resulted in a new dog food blend that was being explored for the Korean market.





## WHAT'S NEXT?

Mick is an eager and coachable founder, and during the Harvest program he has taken on board feedback, learnt from peers and progressed the growth plan for Solution Blue. The Advisory Board sessions in particular were of great value to Mick, helping him to understand the product strengths and how to communicate these strengths to potential customers. The content and insight given by the Harvest program facilitators and mentors provided Mick with confidence that he has set the correct direction for what he hopes to achieve.

### Key Achievements & program Impacts

- Shift in mindset from operational focus to developing a customer value proposition that will underpin the upscaled go-to-market strategy. This has already resulted in increased traction with a large feed manufacturer.
- Completed prototype to supply to test customers. Mick utilised his learnings through value chain design sessions to understand and focus on product specification and tolerances for specific markets.



Solution Blue's focus over the next 6 months is to build their sales funnel with a projected goal of \$16,000 per month before December. Mick is looking at investment options or partnerships which could help with scaling up their production and bringing on staff or support for finance, general administration and plant support. This will allow a larger focus on quality and streamlining systems.

### 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.

