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# BUSINESS SESSION 1

# „VALUE 2 MARKET“

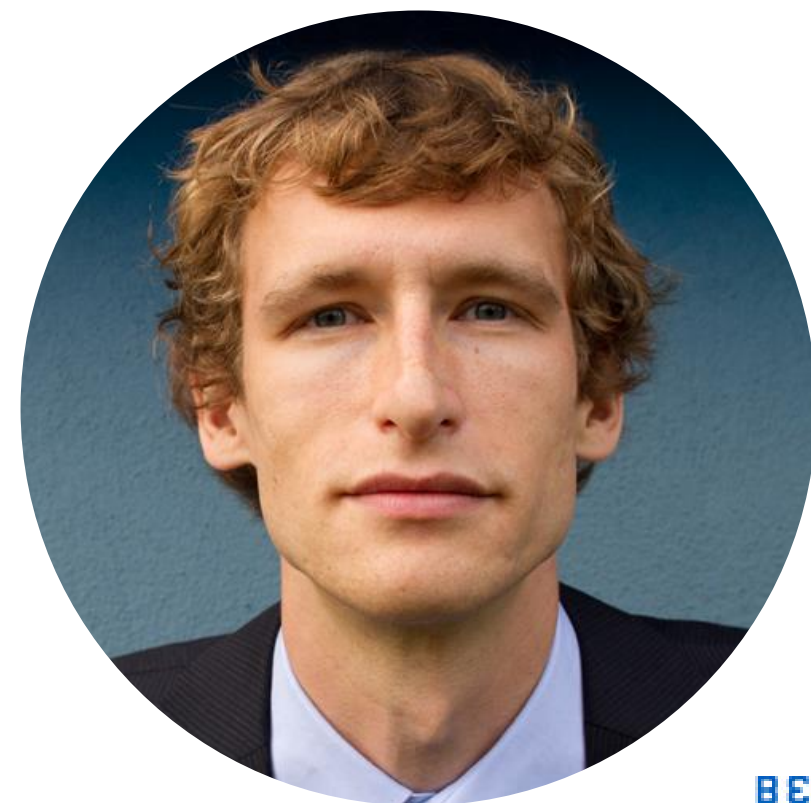
JOINT EUROPEAN APPROACH TO FOSTER SCALING AGRIFOOD RESEARCH & INNOVATIONS.

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WELCOME TO ICT-AGRI-FOOD BUSINESS SESSION

# MODERATOR INTRODUCTION



## ALEXANDER BERLIN

BERLIN THINKING CONSULTING

INNOVATION PROJECTS

Alexander is a professional data business model expert, digital ecosystem builder and innovation developer on the European level. As CEO and Founder of Berlin Thinking Consulting, he consulted already on more than 400 startups, worked with several large corporates and works closely with the leading agrifood innovation players in Europe.

Alexander oversaw the business support at the €35M large scale IoT project IoF2020 and developed next generation data business models for the agricultural sector. He is an experienced EU project manager and worked already on several large-scale EU projects.



# WORKSHOP AGENDA



## SYNERGY PITCHING

14:30 -  
14:45



1-min pitches of 2 innovation projects  
finding synergies between their solutions

MODERATION: ALEXANDER BERLIN, BERLIN THINKING



## VALUE PROPOSITION

14:45 -  
15:05



Elaborating on the key features of your  
solution for customers and end-users

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## END-USERS & CUSTOMERS

15:05 -  
15:25



Developing a first business models to  
approach customers or partners

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## MARKET TESTING

15:25 -  
15:45



Design a market testing scenario to prove  
that your business models works

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## SUMMARY & WRAP-UP

15:45 -  
15:55

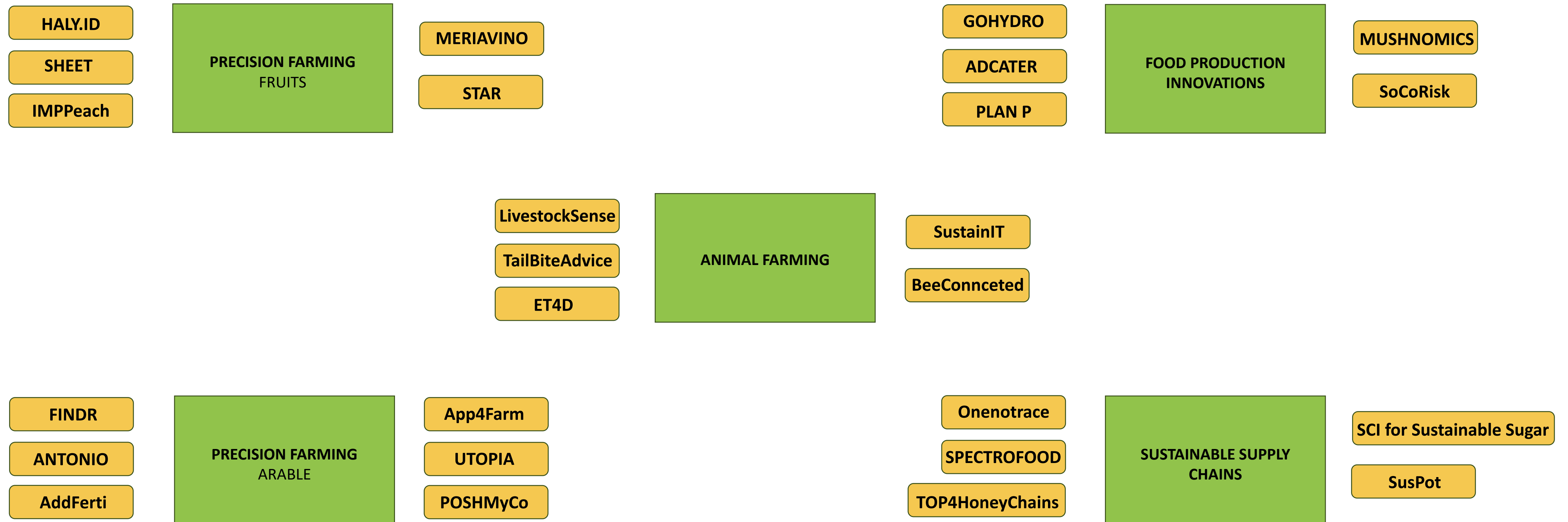


Quick summary of the session with key  
learning and quick outlook to day 2

MODERATION: ALEXANDER BERLIN, BERLIN THINKING



# SESSION SETUP





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# SYNERGY PITCHES

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WE ARE STRONGER TOGETHER THAN WE ARE ALONE.

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FIRST UPCOMING PITCH

“ADCATER” MEETS “PLAN P”



## SYNERGY PITCH 1

“ADCATER” MEETS “PLAN P”

NEXT PITCH

“SHEET” MEETS “IMPPEACH”



## SYNERGY PITCH 2

“SHEET” MEETS “IMPPEACH”

NEXT PITCH

“TAILBITE” MEETS “LIVESTOCKSENSE”



**SYNERGY PITCH 3**  
“TAILBITE” MEETS  
“LIVESTOCKSENSE”

**NEXT PITCH**  
“FINDR” MEETS “ANTONIO”





## SYNERGY PITCH 4

“FINDR” MEETS “ANTONIO”

NEXT PITCH

“SPECTROFOOD” MEETS “ADDFERTI”





**SYNERGY PITCH 5**  
“SPECTROFOOD” MEETS  
“ADDFERTI”

**NEXT PITCH**  
“MERIAVINO” MEETS “GOHYDRO”





**SYNERGY PITCH 6**  
“MERIVINO” MEETS “GOHYDRO”

**NEXT PITCH**  
“MUSHNOMICS” MEETS “SOCORISK”





**SYNERGY PITCH 7**  
“MUSHNOMICS” MEETS  
“SOCORISK”





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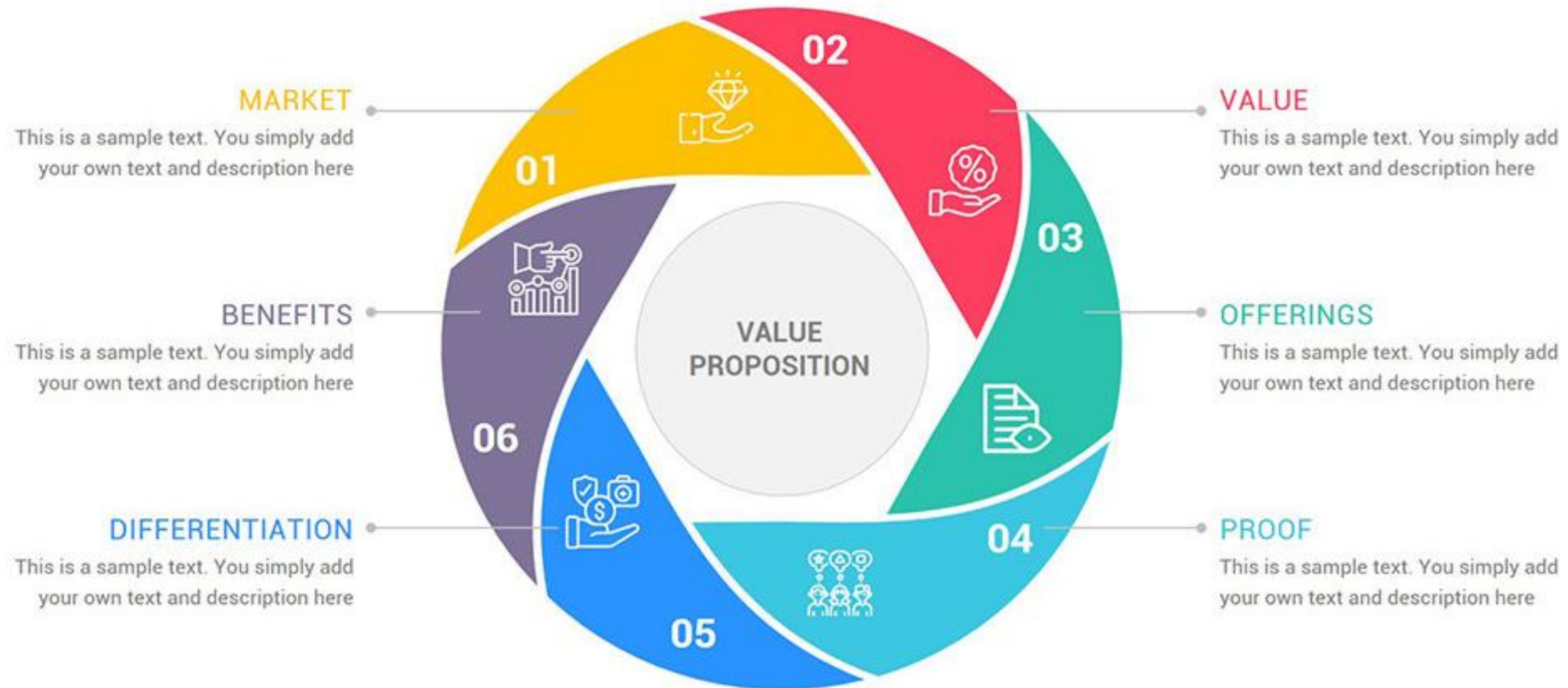
# VALUE PROPOSITION

DOES YOUR SOLUTION REALLY PROVIDE ENOUGH POSITIVE IMPACT TO THE CUSTOMER?

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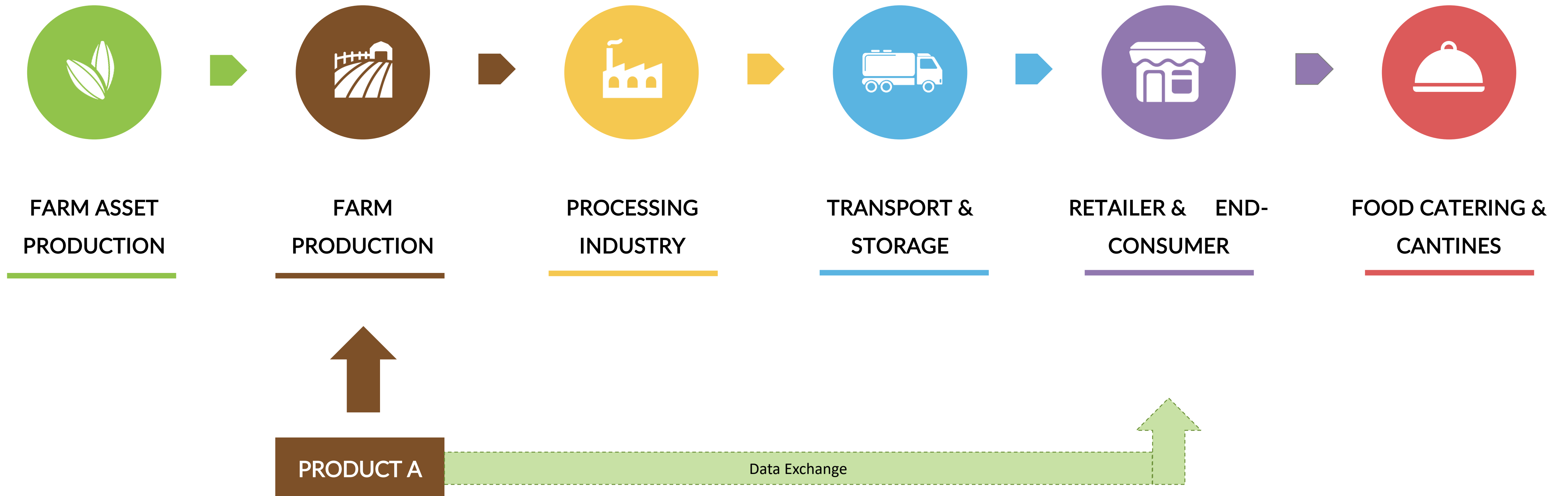


# VALUE PROPOSITION





# VALUE PROPOSITION





# VALUE PROPOSITION

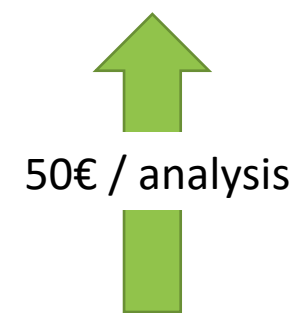
## MaxPrecisionMAP

Precision soil maps for farm automation.

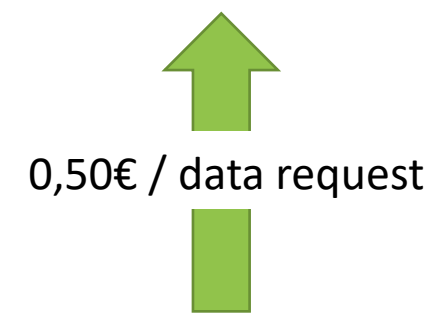
### Customers & Provider



Farmers



FMIS



## Major Challenge

Soil quality can differ a lot even on single field and geo data on exact composition of soil is needed to enable smart farming applications.

## Core Product Features

Creates a map of soil characteristics like water storage capacity, richness, type and angles.



**Visual Scan** - Rough measurement of soil humidity by 10 sensors / ha providing water storage capacity with accuracy of 60%. Basic Google maps satellite material.



**Smart Map** - ha providing full picture of soil richness (nitrogen) and 98% accuracy in water capacity. More advance satellite material.

## Here is what we aim to improve (KPIs)

Water usage -5%

Soil richness +5%

Satellite image quality +5%

Satellite image quality +5%

*These values derive from comparison of a standard farm's performance prior to the installation of our system and after.*

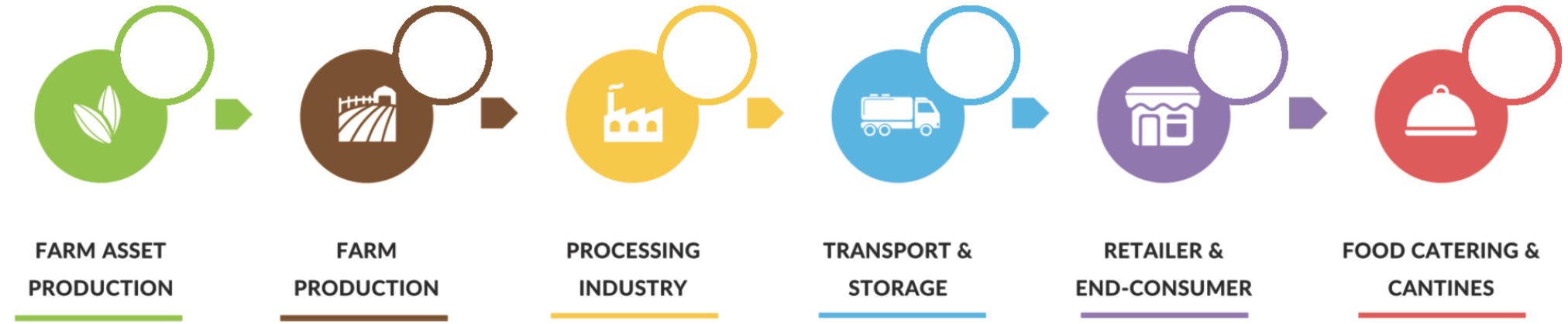
## Key Features / Agrifood challenges you solve

Define the key features of your solution or the challenges your solutions solves



## How do food chain actors benefit from your results/product?

Mark the part(s) of the supply chain that your results/product impacts most and name specific actors?



### Actor characteristics

Please describe the actors that benefit

## How much is this impact compared to current situation?

EU statistics for an average European farm (2018 FADN data)

What is the impact of your product or solution?

Average work units  
1.6

Average work hours  
2.225h

Total work hours  
3.560h

Average farm costs  
73.900€

GHG Emissions

High nitrate levels

Low biodiversity

Physically hard work

No holidays

Average farm income  
96.300€

Price volatility

Production risks

Climate change

Lack of skilled workers

Reduce worktime

Reduce costs

Reduce neg. Env. Impact

Increase ease of work

Increase income

Reduce risks

Other impact

## How precisely do you benefit the actors above?

	FARM ASSET PRODUCTION	FARM PRODUCTION	PROCESSING INDUSTRY	TRANSPORT & STORAGE	RETAILER & END-CONSUMER	FOOD CATERING & CANTINES
Reduce worktime						
Reduce costs						
Reduce neg. Env. Impact						
Increase ease of work						
Increase income						
Reduce risks						
Other impact						





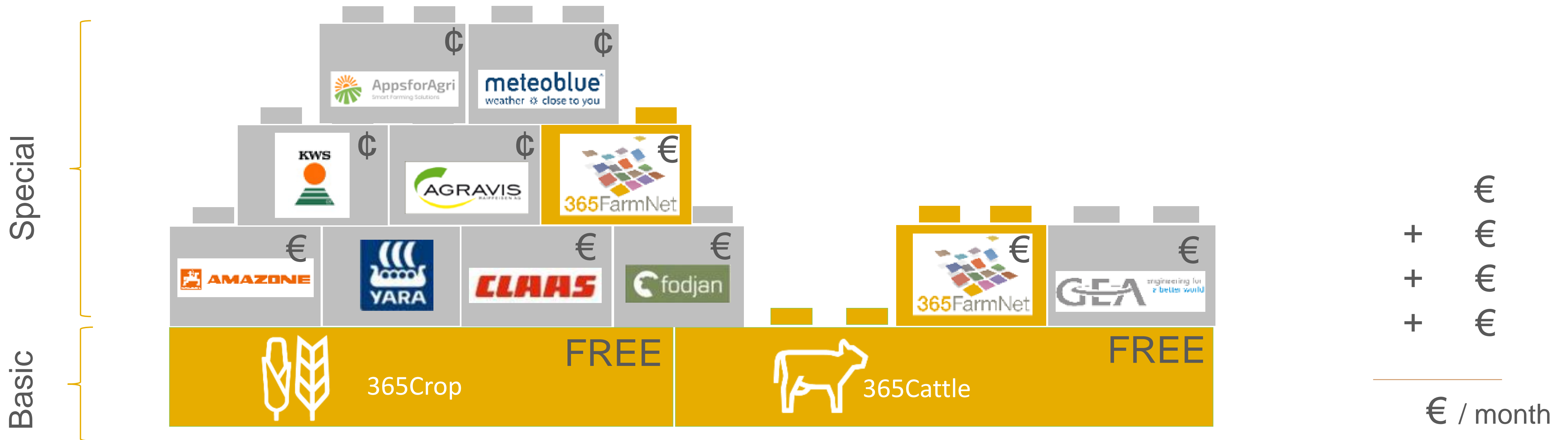
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# END-USER APPROACH

DOES YOUR SOLUTION REALLY PROVIDE ENOUGH POSITIVE IMPACT TO THE CUSTOMER?

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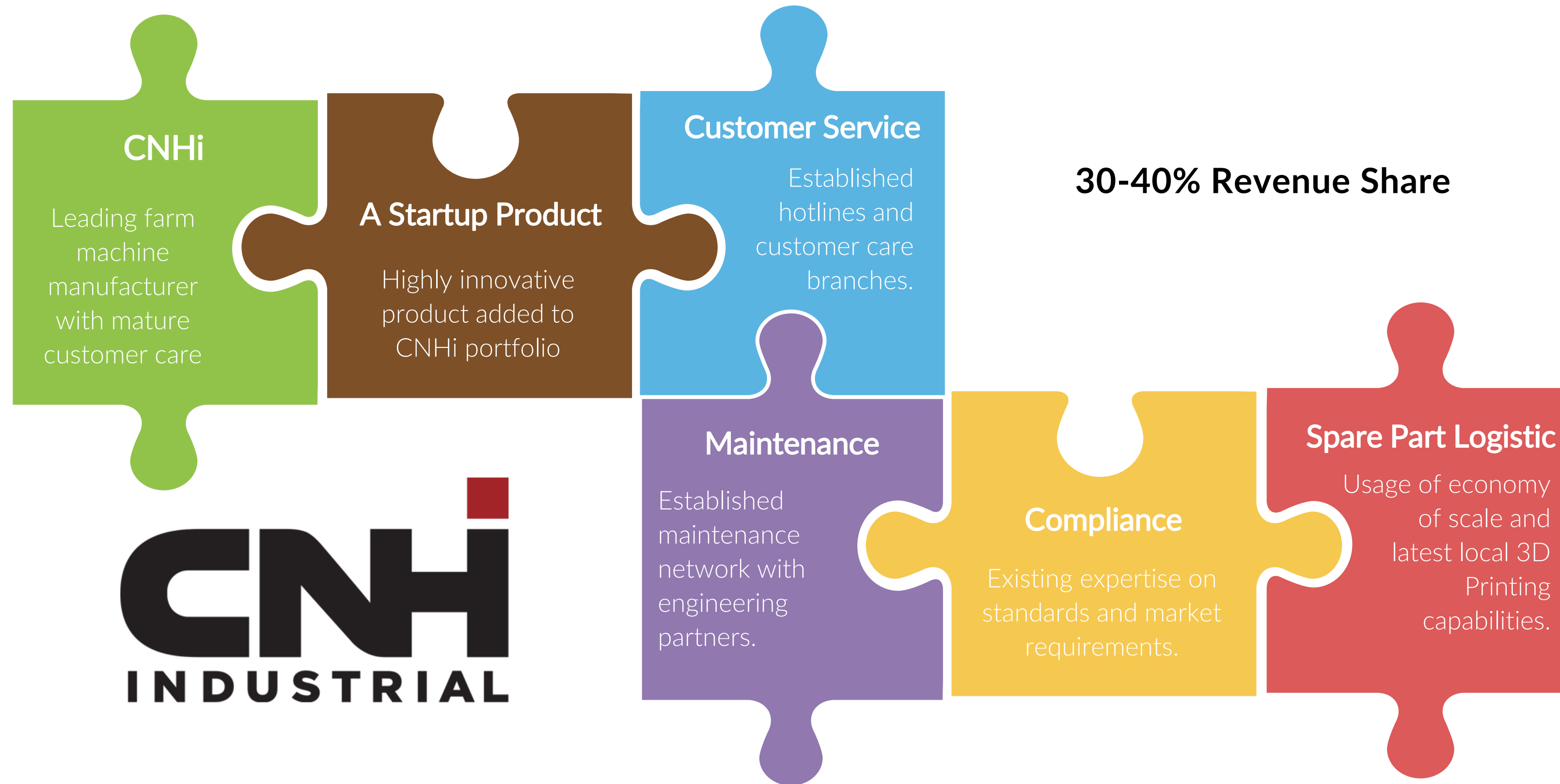
# PLATFORM BUSINESS MODEL – 365FarmNet



- 365FarmNet provides the basic functionalities, add on modules are provided by our partners
- The **partner** receives up to **70%** of the revenue of their integrated module
- 365FarmNet delivers the **shopping/billing** system and the first level **support**



# CUSTOMER CARE-AS-A-SERVICE - CNHi



# BUSINESS MODEL COMPONENTS

<p><b>Pay 2 Own</b></p> <p>One time pay for lifetime ownership</p>				<p><b>Robin Hood</b></p> <p>Benefits society or environment</p>	<p><b>Affiliation</b></p> <p>Helping others to sell products</p>	<p><b>Bottom of Pyramid</b></p> <p>Tailor offer to less wealthy customers</p>	<p><b>Trash to Cash</b></p> <p>Turn waster into new products</p>	<p><b>Add-On</b></p> <p>Low priced core than sell extras</p>	<p><b>Integrated Supply</b></p> <p>Efficiency through supply chain</p>	
<p><b>Leasing</b></p> <p>Time based fee for a period of use</p>	<p><b>Auction</b></p> <p>Selling other products to highest bidder</p>	<p><b>One for One</b></p> <p>Charge the rich to fund the poor</p>	<p><b>Franchise</b></p> <p>Licensing format for a fee and share</p>	<p><b>Revenue Sharing</b></p> <p>Share revenue with third parties</p>	<p><b>Multilevel Marketing</b></p> <p>Pyramid of customer selling</p>	<p><b>Mass Customize</b></p> <p>Mass products tailored to customer needs</p>	<p><b>Razor and Blade</b></p> <p>Low price core, high price refills</p>	<p><b>Guaranteed Available</b></p> <p>Availability becomes key promise</p>	<p><b>Brand Curator</b></p> <p>Bringing together best brands</p>	<p><b>User Designed</b></p> <p>Innovation created by customers</p>
<p><b>Pay Per Use</b></p> <p>Payment metered by time or use</p>	<p><b>Barter Goods</b></p> <p>Exchange Goods, Not Money</p>	<p><b>Results Based</b></p> <p>Prize based on agreed outcome</p>	<p><b>White Label</b></p> <p>Made for another brand</p>	<p><b>Data Brokerage</b></p> <p>Reselling data</p>	<p><b>Direct Selling</b></p> <p>Product sold direct to customer</p>	<p><b>Digitalization</b></p> <p>Turning physical into digital goods</p>	<p><b>Reverse Innovate</b></p> <p>Sell simple products in mainstream</p>	<p><b>AIKIDO</b></p> <p>Beat your competition with weakness</p>	<p><b>Ingredient Branding</b></p> <p>Branded part other brand proposition</p>	<p><b>Crowd Sourcing</b></p> <p>Value created by customers for reward</p>
<p><b>Dynamic Pricing</b></p> <p>Price change by demand or profile</p>	<p><b>Pay What You Want</b></p> <p>Branded part other brand proposition</p>	<p><b>Freemium</b></p> <p>Basic for free, charge for premium</p>	<p><b>Open Source</b></p> <p>Make IP to available to everyone</p>	<p><b>Advertising Revenue</b></p> <p>Alternative sources e.g. advertising</p>	<p><b>Peer2Peer</b></p> <p>Customers by from customers</p>	<p><b>No Frills</b></p> <p>Simple and lower specs at lower costs</p>	<p><b>Guarantee Replace</b></p> <p>Builds trust in quality and loyalty</p>	<p><b>Quality Assurance</b></p> <p>Certification and trusted endorsement</p>	<p><b>Long Tail Range</b></p> <p>Offer huge range to many niches</p>	<p><b>Shared Use</b></p> <p>Customers buy same product</p>
<p><b>Cash Advance</b></p> <p>Customer pay before goods are made</p>	<p><b>Subscription</b></p> <p>Customer pays regular fees</p>	<p><b>Flat Rate</b></p> <p>Single fee for unlimited use</p>	<p><b>License</b></p> <p>License product or patents (IP)</p>	<p><b>Crowd Funding</b></p> <p>Financed by fans as first customers</p>	<p><b>Self Service</b></p> <p>Customer do more themselves</p>	<p><b>Experience Selling</b></p> <p>Sell experiences not simple products</p>	<p><b>Solution Integrator</b></p> <p>Connecting all sources and partners</p>	<p><b>Lock-In</b></p> <p>Lock-in to compatible formats</p>	<p><b>Cross Selling</b></p> <p>Sell adjacent products to sell more</p>	<p><b>Fractional Ownership</b></p> <p>Customers each own shares</p>

Payment & Pricing

Licensing

Revenue

Point of sales

Product

Market Strategy

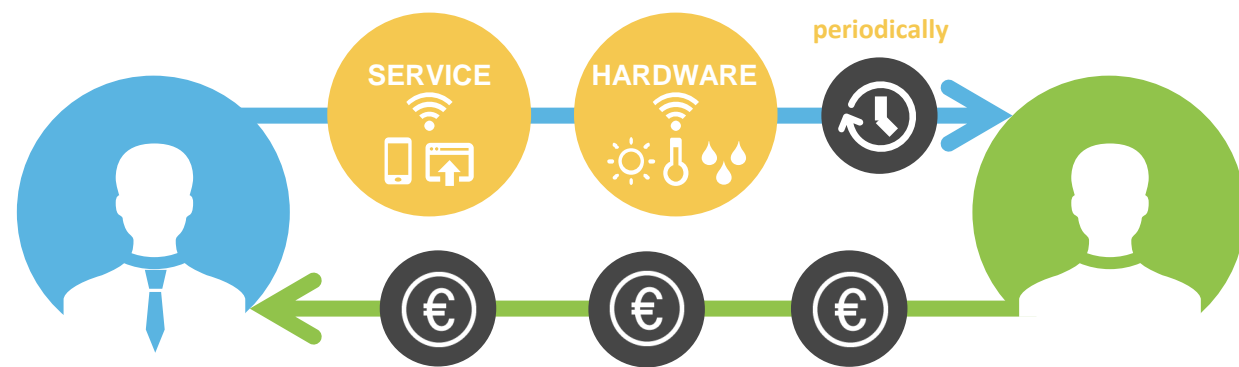
Value



# PRICING & PAYMENT TO CUSTOMER

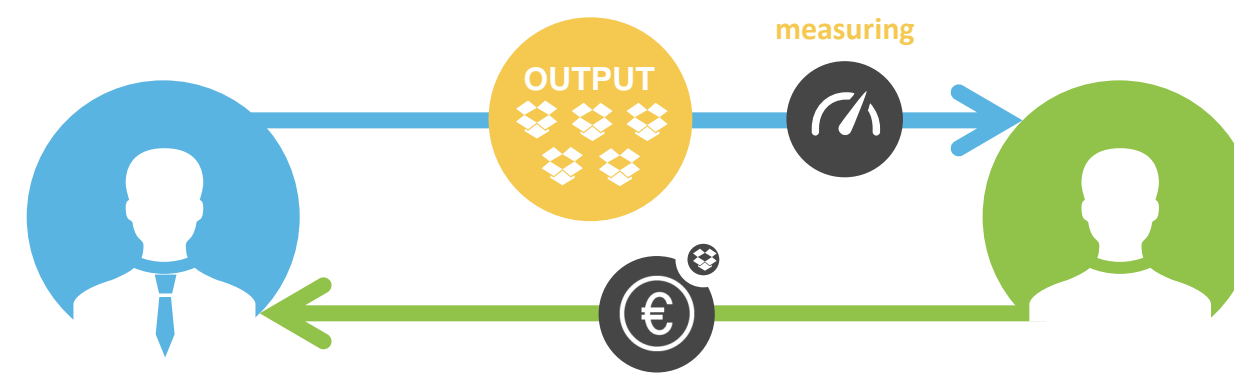
## SUBSCRIPTION

The customer pays a regular fee, typically on a monthly or an annual basis, in order to gain access to a product or service.



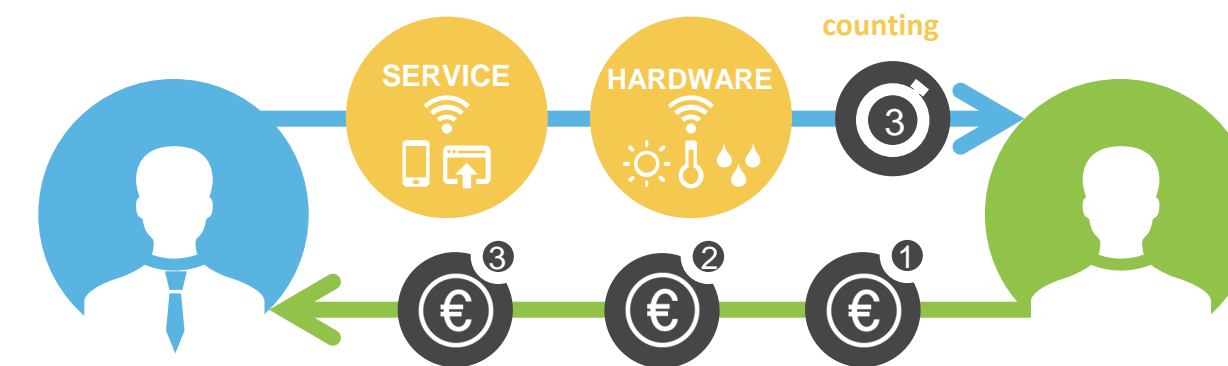
## RESULT-BASED

Pay-per-performance or output: Customers pay only for the direct positive outcome of a product or service and not for the product or service itself



## PAY-PER-USE

Pay-Per-Use: Use of a product or service is metered, and customers are charged each time they use the service



## FREEMIUM

Freemium: Customers receives access to basic functionalities for free while further premium functions need to be paid for

## BUY AND OWN

Buy & Own: Basic business model of lump sum for full life-time ownership

## FLAT RATE

Flat rate: One regular fee for unlimited use of the service or product

## LEASING

Leasing: Regular fee that acquires parts of the project or service over time

## BARTER GOODS

Barter good: No money is exchanged, but any sorts of goods like data or service results

## PAY WHAT YOU WANT

Pay what you want: Customer decides what is a fair payment for the service or product

### Top 3 actors benefiting the most from your results/product

Put here the actors that you identified to be most impacted by your solution



ACTOR NAME

Interesting market actors



ACTOR NAME

Interesting market actors



ACTOR NAME

Interesting market actors



### Products or services that your top target actors already use

List any relevant products or solutions that your potential clients are already using in their daily work



### What pricing mechanism would be the most suitable over time

Time



### Potential partnership models



PARTNER



PARTNER



PARTNER

Values you can offer to this partner

Values this partner can offer to you

Compensation model





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# MARKET TESTING

DOES YOUR SOLUTION REALLY PROVIDE ENOUGH POSITIVE IMPACT TO THE CUSTOMER?

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## Market Testing Scenario 1

Describe the business case that you would like to validate

### Assumption to test

Vineyards would adopt a high precision irrigation system saving them 15% water and

Vineyards adopt premium function of leakage detection

### Test group characteristics / size

30 vineyards in the Bordeaux region

### Timeplan

10 month – from Feb – Nov 2024

## Indicators for market success

Describe what you would regard as a success

### Business model acceptance

Vineyards sign up for the tool and connect irrigation

Pay for the premium function

### User product acceptance

High user acceptance and satisfaction

### Actual impact of your solution

Actual water usage reduction

## How to measure the success

Describe ways or tools to measure this success

75% of all vineyards sign up

At least 25% book the premium function

Average score 7/10

Farms with active solution save 10% water usage



## Market Testing Scenario 2

Describe the business case that you would like to validate

### Assumption to test

### Test group characteristics / size

### Timeplan

## Indicators for market success

Describe what you would regard as a success

### Business model acceptance

### User product acceptance

### Actual impact of your solution

## How to measure the success

Describe ways or tools to measure this success





WELCOME TO ICT-AGRI-FOOD FORUM

# RESEARCH TO MARKET



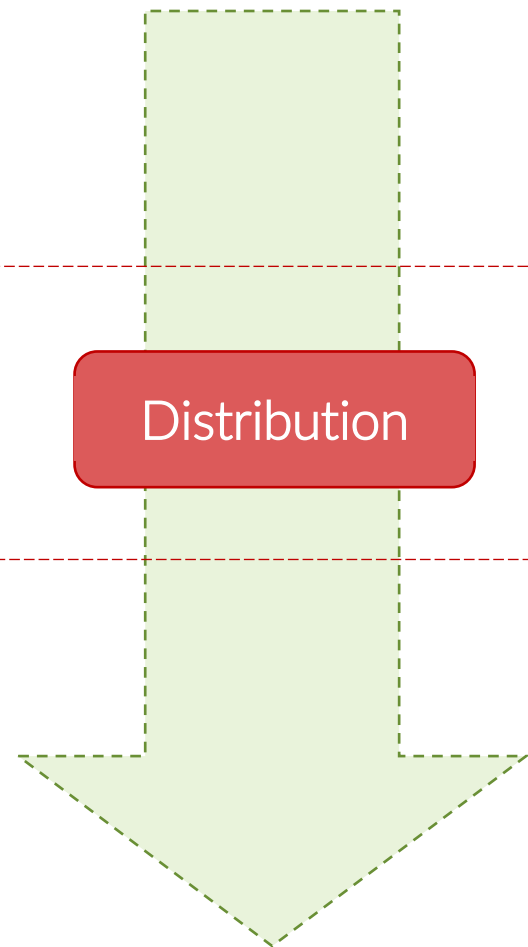
- ADCATER
- ADDferti
- ANTONIO
- BeeConnected
- FINDR
- GOHYDRO
- HALY.ID
- IMPPeach

- SPECTROFOOD
- LivestockSense
- MERIAVINO
- MUSHNOMICS
- PLAN P
- POSHMyCo
- SHEET
- SoCoRisk
- SustainIT

- STAR
- ET4D
- APP4FARM
- ONENOTRACE
- TOP4HONEY
- SCI
- SUSPOT
- TailBiteAdvice
- UTOPIA

Go-to-market challenges

- Communication
- Funding
- Distribution
- Technology
- Business Model



MARKET





WELCOME TO ICT-AGRI-FOOD FORUM

# INNOVATION PARTNERS



**ICT-AGRI-FOOD**

**EIT FOOD**

**S3 PLATFORM**

**EIP-AGRI**

**HORIZON & EIC**





# LET'S KEEP IN TOUCH

Please feel always free to reach out to us.

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## TWITTER

@ictagrifood

## WEBSITE

[www.ictagrifood.eu](http://www.ictagrifood.eu)

## EMAIL

[aberlin@berlin-thinking.com](mailto:aberlin@berlin-thinking.com)



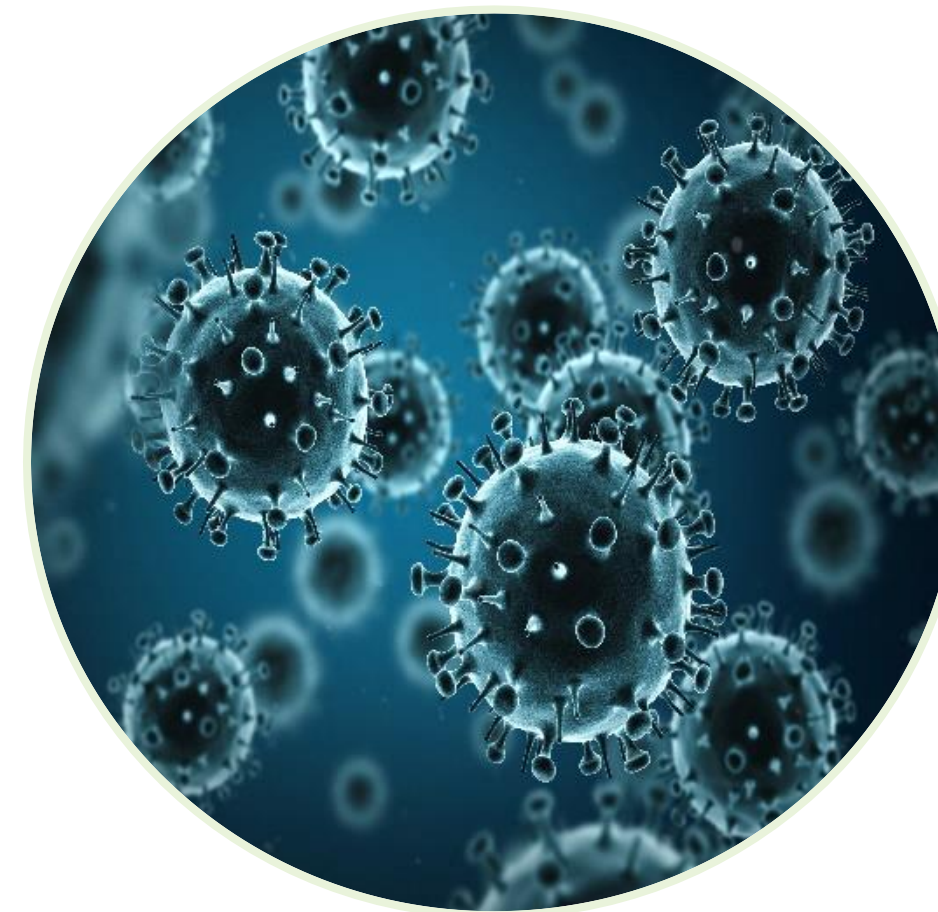
# AGRIFOOD TRANSFORMATION UNTIL 2030



Reduce by 50% the overall use and risk of **chemical pesticides** and reduce use by 50% of more hazardous **pesticides**



Reduce **nutrient losses** by at least 50% while ensuring no deterioration in soil fertility; this will reduce use of **fertilisers** by at least 20 %



Reduce sales of **antimicrobials** for farmed animals and in aquaculture by 50%



Achieve at least 25% of the EU's agricultural land under **organic farming**






# LUNCH BREAK

ENJOY YOUR BREAK AND GOOD CONVERSATIONS IN OUR SESSION ROOM.

UPCOMING PANEL AT 14:00 CET

“MEET VALUE CHAIN ACTORS AND NETWORKS”



A blurred office scene with people working at desks. In the foreground, a man in a grey sweater is leaning over a table, pointing at documents and sticky notes with a yellow marker. The background shows other employees at their workstations, some looking at computer monitors. The overall atmosphere is professional and collaborative.

“Coming together is the beginning;  
keeping together is progress;  
working together is success.”

Henry Ford