

This program is supported by Farmers2Founders, through funding from the Australian Government's Future Drought Fund and TNQ Drought Hub.

## Accelerate adoption of your Agtech solution with F2F TEKFarm®

### Are you an Agtech solution provider looking to accelerate the adoption of your technology?

Farmers2Founders (F2F) presents F2F TEKFarm®, a ground-breaking initiative to help identify on-farm challenges, build capability, and accelerate adoption of agricultural technology (Agtech) solutions that enhance the drought resilience of farming businesses. This project received funding from the Australian Government's Future Drought Fund.

Participating in the F2F TEKFarm® initiative will increase your traction with primary producers as they adopt fit-for-purpose Agtech solutions that address soil health, land condition, and water management opportunities to optimise their sustainability, productivity, and profitability.

We can help unlock the value of your Agtech solutions to primary producers by working with you to:

- Identify primary producers' drought resilience challenges & opportunities.
- Access targeted skill development opportunities.
- Connect with trusted advisors who have Agtech knowledge and skills.
- Acquire customers through a facilitated, de-risked adoption pathway via the unique F2F TEKFarm® co-contribution funding model:
  - Some of these will be 'sticky' customers who serve as champions & advocates for your Agtech solutions.
- Review and refine your commercialisation and adoption strategy, including:
  - Access to training in collection and analysis of Return on Investment (ROI) and producer benefit data.
  - Evaluation and articulation of a clear value proposition for primary producers.
  - Development of a deeper understanding and visibility of the uses and benefits of your Agtech solution among producers and advisors.
- Demonstrate and extend of the value of your Agtech solution, including:
  - Development and sharing of case studies & ROI analyses.
  - Opportunities for primary producers to see your Agtech solutions in action.
  - Opportunities to upskill agricultural advisors to act as 'trusted intermediaries' between your Agtech solutions and end-users.
- Build strong links with like-minded Agtech solution providers, producers, and other stakeholders.

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Involvement in F2F TEK FARM® looks like this:

1. Explore opportunity - discuss the opportunity with the F2F TEK FARM® team and decide whether the initiative is potentially a good fit for your Agtech business.
  - The following criteria guide selection of Agtech solutions involved in the initiative:
    - Drought resilience problem / Agtech solution fit
    - Ability of Agtech solution to increase productivity during drought
    - Proven efficacy
    - Well supported post-sale
    - Currently 'under-adopted'
    - Relatively easy to implement
    - Interoperable and able to integrate with complementary technologies such that the whole is greater than the sum of the parts.
2. Agreement - following evaluation of your Agtech solution against the selection criteria, enter an agreement to participate within the F2F TEK FARM® initiative.
  - Key elements within the agreement include:
    - Unique F2F TEK FARM® co-contribution funding model to de-risk adoption of Agtech solutions.
      - Agtech solution providers, primary producers and industry all contribute to the cost of Agtech adoption for a 12-month period.
    - Onboarding and subscription to the F2F Muster™ platform.
      - The F2F Muster™ is a two-way digital marketplace that captures farming challenges and connects problem and solution holders.
3. Upskilling – where some additional knowhow would be helpful, our F2F TEK FARM® Agtech adoption facilitators will help build your capabilities to interact effectively with primary producers, their advisors, and integrate your Agtech solutions into their businesses.
4. Customer acquisition - initial customer acquisition is arranged by F2F TEK FARM Agtech adoption facilitators who recruit primary producers and agricultural advisors to participate within the F2F TEK FARM® initiative. They visit the site of participating producers to explore and establish:
  - Nature of their business – enterprise type, structure & challenges
  - Technology readiness – the business' digital capabilities and the current state & scale of digital installations
  - Pain points – the business' drought resilience challenges and opportunities
  - Agtech Adoption Plan - development of an AgTech Adoption Plan to help identify the problems to be solved, the Agtech solutions to solve them with, and plan the implementation and integration of fit-for-purpose Agtech solutions.

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5. Agtech deployment – in collaboration and with support from F2F TEKFarm® Agtech adoption facilitators, you will guide producers through the deployment, integration, and use of your AgTech solution(s).
6. Evaluation, demonstration & extension – in collaboration and with support from F2F TEKFarm® Agtech adoption facilitators and participating primary producers, you will evaluate the value and benefits delivered by the Agtech solutions and be provided the opportunity to share the learnings widely with interested producers and agricultural advisors, giving them the knowledge and confidence to adopt your Agtech solutions within their businesses and assist others to adopt Agtech. This will include:
  - Onboarding of your company and Agtech solutions into the F2F Muster™ platform, to which you'll be granted a subscription license to access data analytics and other functionality during the initiative.
  - Showcase of case studies, ROI analyses, and demonstration events where primary producers can see your Agtech solutions in action.
  - Agricultural advisors – F2F TEKFarm® places great emphasis on upskilling and equipping agricultural advisors with the tools, knowledge and skills to act as 'trusted intermediaries' between Agtech solutions and end-users. F2F TEKFarm® empowers agricultural advisors to guide primary producers to transform their businesses via adoption of fit-for-purpose AgTech solutions.
7. Collaboration – F2F TEKFarm® provides opportunities to connect with trusted advisors who have Agtech knowledge and skills, and to build strong links with like-minded Agtech solution providers, producers, and other stakeholders.
8. Scale up - your involvement in F2F TEKFarm® will give you the tools, confidence, capability, and opportunities to refine your business model and scale your business through accelerated adoption of your Agtech solutions.

**If you would like to know more, contact:**

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