ACADEMIC PRESENTATION · SAMPLE

A Go-to-Market Strategy for an Australian AgriTech Startup

Discipline: entrepreneurship and new venture commercialisation · Case venture: TerraSense, an illustrative early-stage AgriTech firm · Product: low-cost soil-moisture sensors with a subscription dashboard · Market: Australian irrigated horticulture and broadacre grain

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Agenda

- Background and industry context
- Aim and guiding questions
- Method and data sources
- Market sizing, competitors, channels and pricing
- Recommendations and a staged launch roadmap

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Background

- Australian agriculture generates gross value of about A$90 billion each year (ABS)
- Water is the primary variable input under drought and irrigation limits
- Sensor adoption is uneven; upfront cost and trust are common barriers
- Support exists via AgriFutures Australia and the R&D Tax Incentive

4 Aim and Guiding Questions

- Aim: define a feasible market-entry strategy for the first 24 months
- Which segments offer the fastest, lowest-cost traction?
- What positioning separates the product from incumbents?
- Which channels and price points support sustainable margins?

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Method

- Secondary desk research using ABS, ABARES and AgriFutures reports
- Competitor audit of eleven sensing and farm-management providers
- Fourteen semi-structured grower interviews across three states
- Segmentation and SWOT synthesis with thematic coding of transcripts

6 Results, Market Sizing and Segmentation

- Serviceable market estimated at roughly 18,000 mid-sized enterprises
- Priority segment: irrigated horticulture of 200 to 800 hectares
- Secondary segment: broadacre grain in higher-rainfall zones
- Early adopters skew younger and already use farm-management software

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Results, Competitor Landscape and Positioning

- Incumbents priced at A$4,000 to A$12,000 upfront per installation
- Most bundle proprietary hardware with locked data ecosystems
- Gap: affordable, interoperable sensing with transparent subscription
- Position on low entry cost, open data export and agronomy-ready insight

8 Results, Channel and Pricing Strategy

- Hardware priced near cost: an A$650 starter kit lowers the entry barrier
- Recurring revenue: an A$39 per month analytics subscription
- Channels: agronomy resellers, field days and grower networks
- Land and expand: begin on one paddock, then scale by zone

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Results, Launch Roadmap

- Phase 1, months 1 to 6: supported pilot with 25 horticulture properties
- Phase 2, months 7 to 14: reseller onboarding across two states
- Phase 3, months 15 to 24: broadacre expansion and documented case studies
- Target: 400 paying subscriptions by month 24

10 Discussion

- Strengths: low entry cost, recurring revenue and a clear beachhead
- Risks: rural connectivity gaps, seasonal cash flow and slow trust building
- Sensitivity: subscription retention is the key value driver
- Regulatory load is light, but data ownership must remain with growers

11 Recommendations

- Commit to irrigated horticulture as the launch beachhead
- Fund a supported pilot before scaling the sales effort
- Build reseller partnerships early to borrow existing trust
- Protect recurring revenue through onboarding and retention

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Conclusion

- A staged, beachhead-first entry lowers both risk and cash burn
- Positioning on affordability and open data fills a genuine gap
- Recurring revenue underpins a defensible business model
- Success depends on trust, reliability and disciplined phasing

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