



Module 2

Opportunity Recognition in the Agri-Food Sector



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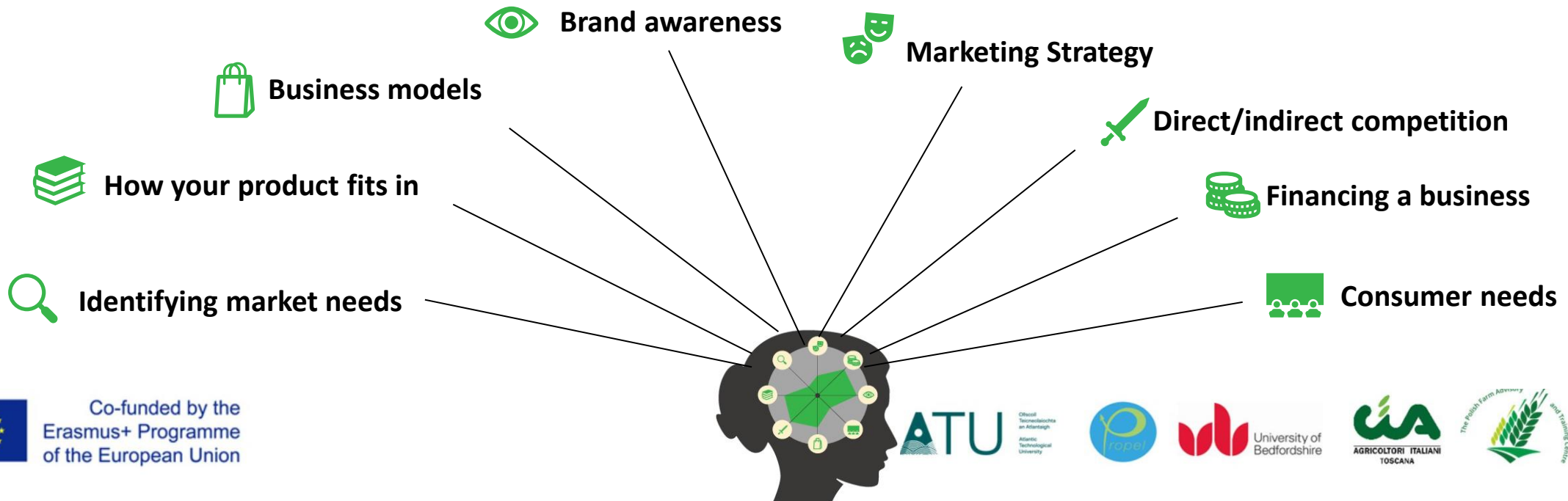
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1. Outcomes and Objectives

On successful completion of this module the learners will be able to:

- Identify market needs and understand how your addresses these needs
- Understand the direct and indirect competition the business will be facing
- Identify the best business model suited to the product
- Understand different financing options
- How to build brand awareness and to benefit from available platforms to market yourself



2. Market Research



Market research is the process of gathering information about your target market and customers to verify the success of a new product, help your team iterate on an existing product, or understand brand perception to ensure your team is effectively communicating your company's value effectively.



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2. Market Research

- **When conducting market research, consider;**
 - The 7Ps of marketing
 - The consumers perspective
 - ✓ They're problems, needs, and experiences
 - The current market situation
 - ✓ What the market currently looks like, how supportive the infrastructure is, and what already exists in that area
 - Doing your research
 - ✓ Send out surveys/emails/etc to customers
 - ✓ Analyse results and use to refine your business

Is there demand? How much?

How best to reach your target audience

What is a reasonable price?

Where is best to sell?

Who is your market?

Is this doable? How?

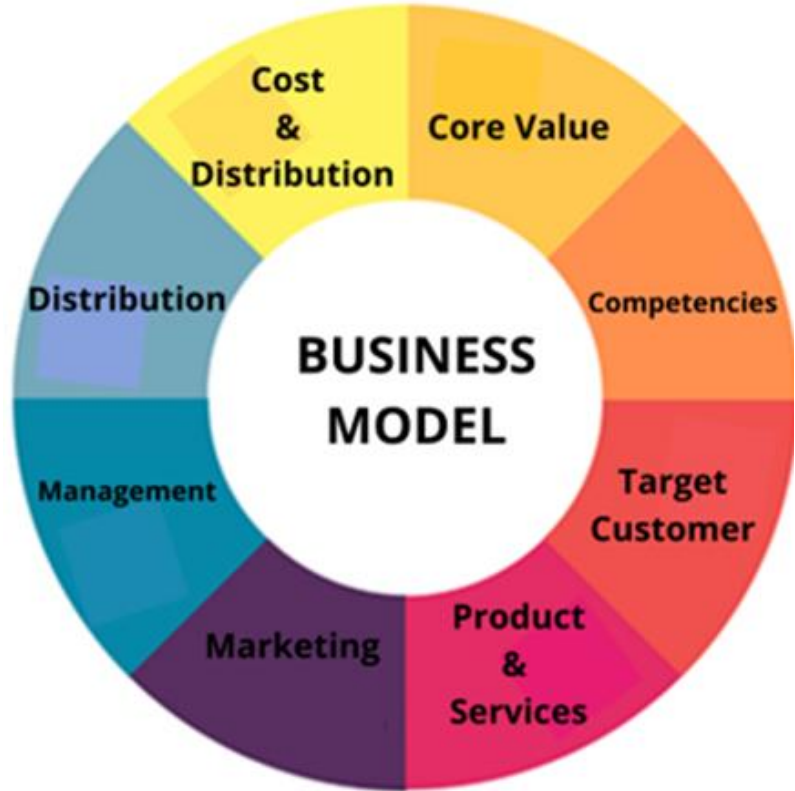
Are sales and feedback good?



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3. Business Modeling



- **A Business Model** is a company plan to create a profit, which identifies the product/service they plan to sell, identifies the target marker, and discusses any expected expenses.
- **Traditional models include;**

Model Name	Description
Manufacturer	Using raw materials to create product
Distributor	Buys product directly from manufacturer
Retailer	Buys product at wholesale and re-sells
Franchise	Uses parent's business model to become one of the above
Brick and Mortar	When manufacturer, wholesaler or retailed deal with customers directly

3. Business Modeling

- **Agri-Food Business Models** are models which have been developed more recently specifically for the agri-food sector.
- **Agri-food models include;**



Model Name	Description
Circular (zero waste)	Keep materials and products in use for as long as possible
Replicable	Service/product that can be replicated and sold to infinite customers
Open Innovation	Promotes collaboration with other people and organisations
Inclusive	Uses parent’s business model to become one of the above

4. Financing and Funding

- **Common methods to fund a business:**
 - **Loans**
 - ✓ Borrowing from financial institutions and repaying over an agreed time period
 - **Investors and Venture Capitalists**
 - ✓ Provide financial support in return for equity or convertible debt
 - **Research and Development Grants**
 - ✓ Funding received from grants (varies between countries) after applying with the desired information
 - ✓ Examples: European Agricultural Guarantee Fund, European Agricultural Fund for Rural Development
 - **Crowdfunding**
 - ✓ Capital gathered from many individuals, oftentimes social media and crowdfunding webpages



5. Building Brand Awareness



<https://haiilo.com/blog/social-media-strategy-8-steps/>

- **Building Brand Awareness** is among the top goals that entrepreneurs hope to achieve by incorporating social media usage into their business.
- ✓ Develop your own way in which consumers recognize and remember your business
- ✓ Apply innovative and creative thinking process
- ✓ Build a social image and a social media page to speak to your audience

5. Building Brand Awareness

What to do










Building a Brand Image	Creating Brand Awareness	Increasing Brand Awareness
<ul style="list-style-type: none"> • Be a person (not company) • Socialise with others • Tell a narrative • Make inviting posts 	<ul style="list-style-type: none"> • Advertise often • Choose a representative brand image • Create a catchy slogan • Collaborate with others 	<ul style="list-style-type: none"> • Do giveaway posts • Offer useful, free content • Sponsor events • Give it personality 



6. Communication and Skills Development

1. Communication – Presenting Skills

Communication is the key to every aspect of your personal and professional development

-  Think before you react
-  Use language that people understand
-  Do not use jargon
-  Think about how fast/slow you are speaking
-  Do not assume that people understand you
-  Eye contact
-  Do not interrupt
-  Do not assume that you understand- ask questions
-  Body language

6. Communication and Skills Development

1. Communication – Presenting Skills

Some points to consider when presenting:

- 1) Start Strong- Grab the attention of your audience
- 2) Smile and make eye contact with your audience
- 3) Have a core message
- 4) Focus on your audience's needs- What will your audience get from this
- 5) Show your passion
- 6) Pitching sessions and practice presentations to take place multiple times in this course



6. Communication and Skills Development

1. Communication – Teamwork Skills

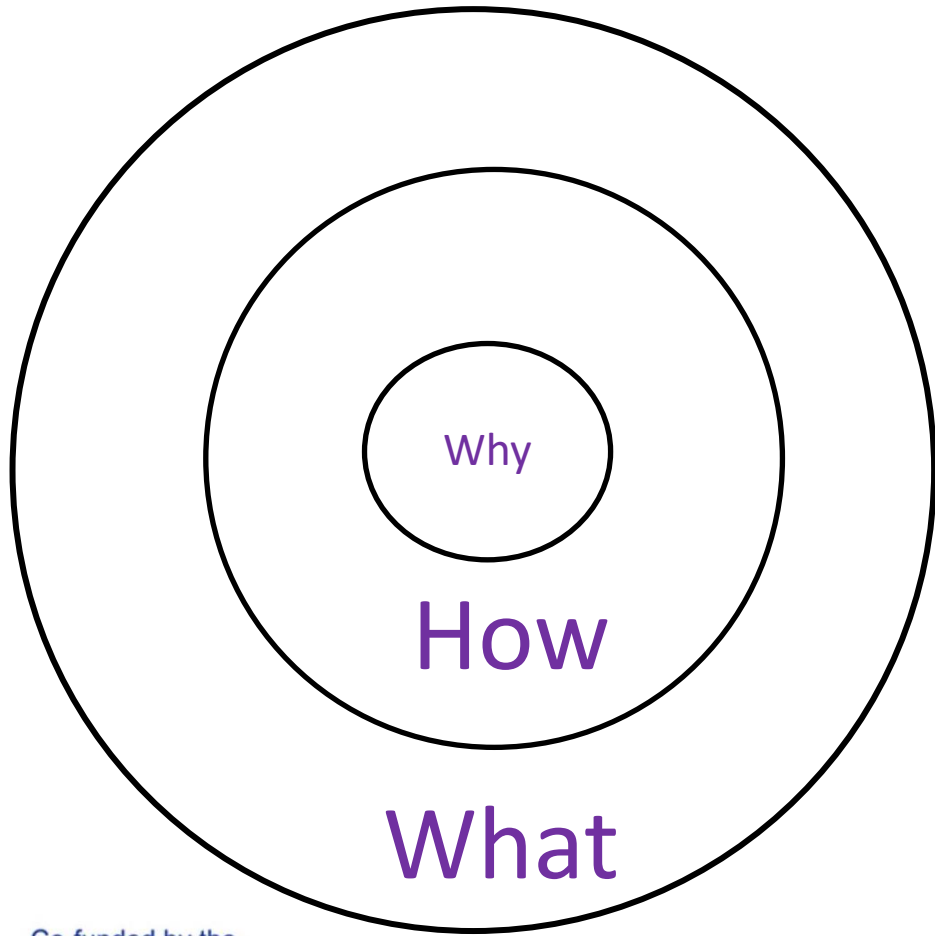


6. Communication and Skills Development

1. Communication – Management Skills



7. Social Media



First thing to think about when it comes to social media; **what's your why?** This is important to establish prior to setting up your social media channels

The Golden Circle Activity

- What** is your product or service?
- How** is it different, what are the unique selling points?
- Why** does your brand exist, where does your passion and purpose come from?

7. Social Media



Purpose of Social Media

Build brand awareness, personality, customer trust and likability

Know and clearly define your target audience:

- Those interested in your content, product, service

- Common characteristics

- Identify who **are not** your audience

Important to participant and engage- can't just be present

Key to like, follow back, share- depending on social media channel



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7. Social Media



Awareness of Audience

According to Eurostat, the number of users using social media in Europe has steadily increased in recent years

Facebook

(26.3%) 25-34 year old's
2.7 billion monthly active users

Instagram

(33.1%) 25-34 year old's
1 billion monthly active users



Twitter

(44%) 34-49 year old's
187 million daily active users

TikTok

18-24 year old's
100 million monthly active users

8. Case Studies

- **woman Entrepreneur Association**

- One of the largest, global communities for woman entrepreneurs helping women build the business of their dreams and create the success they want.
- 650,000 women in a network form 67 countries
- Several ways of help using videos, stories, audiobooks
- Master classes and free business guides



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female
ENTREPRENEUR
association



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8. Case Studies



- **EU Gender Smart Financing - Investing In and With Women: Opportunities for Europe**
 - European Economy Discussion Papers written by the staff of the European Commission's Directorate-General for Economic and Financial Affairs and by experts working in association with them
 - Investing in and with women is an opportunity that Europe needs to seize for more sustainable and inclusive growth.
 - The EU investment programme could act as a catalyst of these benefits by stimulating gender-smart financing, i.e. financing that funds, empowers and inspires woman founders and investors.


8. Case Studies

- **Food Circle – a platform to grow your food business**
 - 11 Inspiring Women in the Food Tech Industry: case studies about woman entrepreneurs whose startups and companies are taking the European food tech industry by a storm; stories about their exciting and innovative products, technologies, channels, and business models
 - 8 Women Driving Innovation Along the Food Supply Chain: case studies
 - FoodDrinkEurope Policy: Ensured achievement of more sustainable food systems



About us

Our vision is to grow and connect every reliable company in the food supply chain.



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