Problem Statement

- Evaluate the US market in terms of crops, geographies and customer segments
- Develop a quantitative model for potential ROI that Prospera can deliver to its customers.

Methodology

- Interviews and secondary source data collection
- Compile a list of criteria for evaluating the crops
- Two stage prioritisation of 14 crops
- ROI model to finalize top two crops

Crop Prioritization

The Team

Final Output

- Identified lucrative target crops based on total addressable market
- Detailed geographic and use-case segmentation within crops to better define a target segment
- Interviewed farmers, investors and agricultural experts to understand the nuances of each crop segment
- Assessed technology adoption across crops to measure feasibility of implementing Prospera’s technology
- Prepared a comprehensive ROI model to measure the potential impact of implementing Prospera’s product from the grower’s perspective.