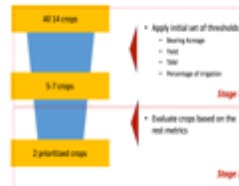


Problem Statement

- 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
-
- The diagram illustrates a two-stage prioritization process. It starts with a yellow box labeled 'All 14 crops'. An arrow points down to a blue box labeled '3 crops'. Another arrow points down to a yellow box labeled '2 crops'. A final arrow points down to a red box labeled '1 crop'. To the right of the '3 crops' box, there is a list of criteria: 'Apply to', 'New', 'High', 'High', 'High', 'High'. To the right of the '2 crops' box, there is a list of criteria: 'Apply to', 'New', 'High', 'High', 'High', 'High'.



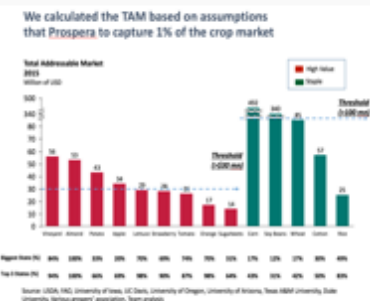
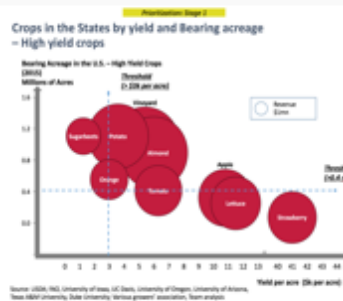
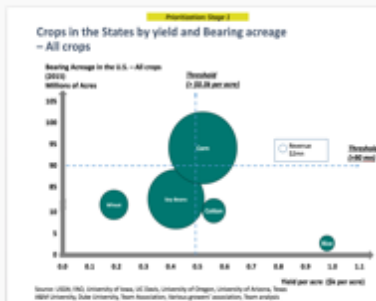
Team Prospera deliverables

- Map and segment the market opportunity for US
- Compile a list of criteria for evaluating the crops
- Capture data based on criteria for the potential crops
- Conduct ROI analysis based on data collected factoring growers economics and Prospera's value add and costs

Crop criteria

	Metric	Quantified?	Description	Rate explanation
1	Bearing acreage	Yes	• Millions of acres	
2	Yield	Yes	• Thousands of USD per acre	
3	TAM	Yes	• Millions of USD, assuming 1% of the total value (revenue)	
4	Irrigation	Yes	• Percentage of bearing acreage irrigated	
5	Fertilisation	Yes	• Fertilisers used as a percentage of operating costs • Taken from case study as an indicator to compare across crops	
6	Pesticide/chemicals	Yes	• Pesticides/herbicides/fungicides use as a percentage of operating costs • Taken from case study as an indicator to compare across crops	
7	Scouting		• The efforts and necessity to have de scouting	• High: scouting is very important
8	Consolidation level of growers	Yes	• Level of consolidation of growers	• High: the growers are very consolidated
9	Tech adoption		• Level of adoption of advanced technology in growing practices as an indicator of technology acceptance	• High: growers are technologically advanced
11	Price volatility	Yes	• Mean and standard deviation of the annual price change over the past 10-years	
12	Geography spread	Yes	• Percentage of top 1 state's production and top 3 states' production	• High: production is concentrated geographically

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.