Overview

PolyNatural is committed to an agricultural ecosystem without synthetic chemicals. It has developed a patent-pending technology called Shel-Life which is a 100% natural and organic edible fruit coating. PolyNatural currently has a three-person technical team & we helped them transform from a technology venture to a business enterprise.

Approach

**BUILD**
- Financial model to understand operating expenses and cash burn

**DEMONSTRATE**
- Substantial savings for PolyNatural's customers by using Shel-Life over traditional competition

**PRIORITIZE**
- Sales efforts; Advised on best practices in customer acquisition; Created CRM trackers

**CONNECT**
- PolyNatural with lawyers, investors, consultants, incubators & academics

Recommendations

- **Sales**: Dedicate resources and prioritize around seasonal fruit cycles
- **Regulatory**: Prepare and submit applications for FDA GRAS and OMRI filings
- **Fund-raising**: Use investor deck and financial model to engage VC investors
- **Communication**: Use and expand CRM trackers for sales and customer acquisition