bioFeeder aims to maximize its valuation within the 3-5 year time horizon.

To drive the necessary growth, bioFeeder must define and develop its products for the current market and future applications of its technology.

The HaaS model requires an upfront-loan to the purchaser and bioFeeder needs to raise capital to fund this sales approach.

bioFeeder is an Ecuadorian aquaculture technology company founded in 2016 that provides farm management software and automated feeders to shrimp farmers.

bioFeeder’s feeders and its software, bioMatic, shorten shrimp production cycles by up to 20% and improve feed conversion rates by up to 30%.

Pillar 1: Product Strategy

- Develop product benchmarks and identify industry “best” practices
- Produce prioritized product development recommendations

Pillar 2: Financing

- Analyze and recommend different financing scenarios identified by bioFeeder or through own research
- Design a financial model to forecast expected cash flow and valuation

Pillar 3: Onsite Interviews

- Tour of bioFeeder operations and the farm of largest customer
- Interviews with small and large shrimp farmers, banana farmers, telecom & feed companies to inform product strategy

Market

- bioFeeder should focus on maximizing market share in Ecuador, and then expand operations to LatAm, primarily Mexico and Brazil, to leverage senior management’s professional network

Finance

- Near-term demand for feeders will outpace projected capital, which necessitates either additional debt leveraging or an agreement with bioFeeder’s partner, Claro, to offload some inventory holding cost

Product

- Hardware development should focus on aerators and oxygen sensors; software development should incorporate farm management software and a mobile app; these are opportunities to differentiate