

# How to Overcome Product Development Challenges



**AGRI**THORITY®  
Science without Borders



Fulcrum  
Global  
Capital

Development  
Experts  
Moving  
Innovations  
to Market



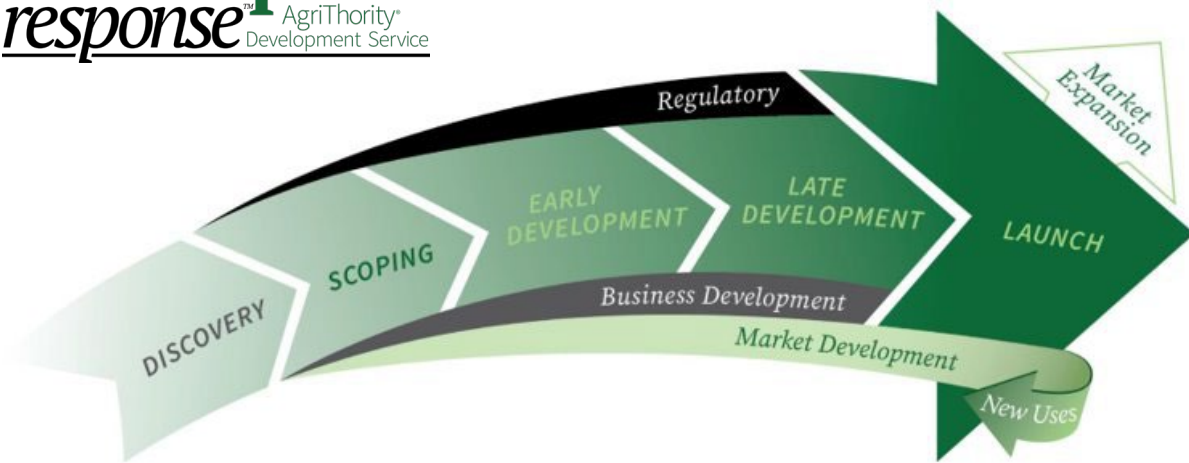
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# Development Stage Gate Plan

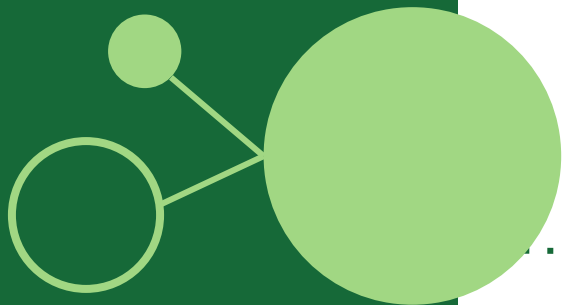
Structured and  
Disciplined Process

**Prescriptive**  
*response*<sup>™</sup> AgriThoriTy<sup>®</sup>  
Development Service



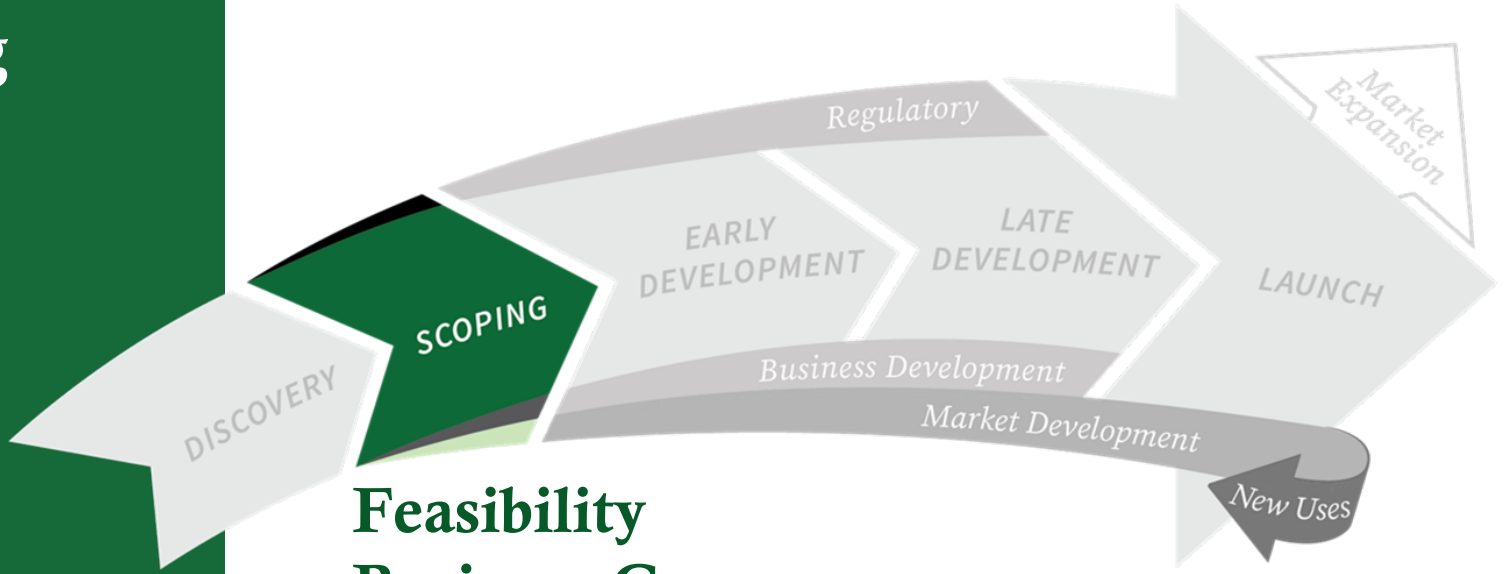
**Product Development is as much  
about process as it is about science.**

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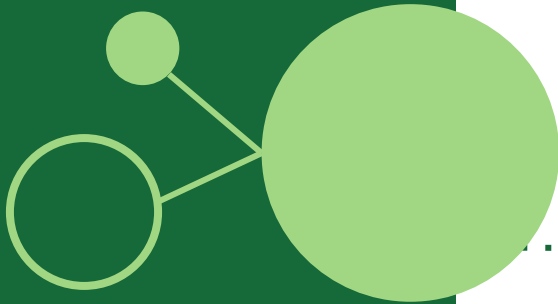


# Scoping

Plan

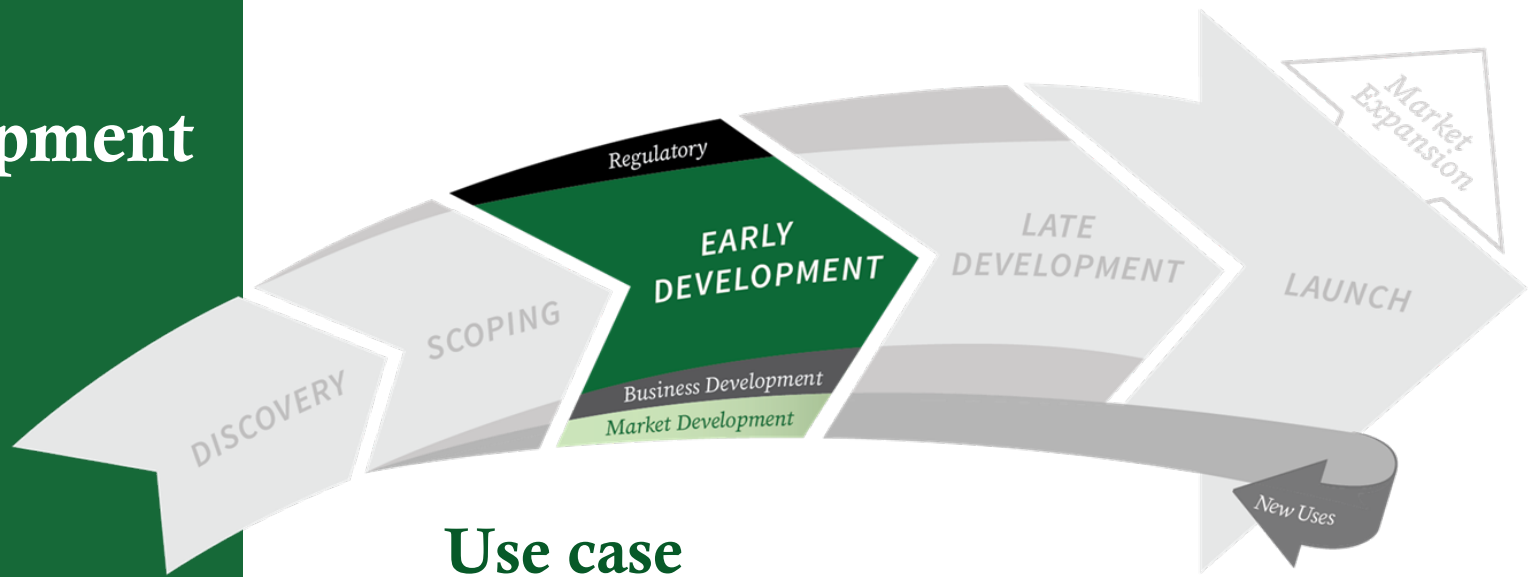


**Feasibility**  
**Business Case**  
**IP Position & FTO**  
**Regulatory Strategy**  
**Proof of concept**

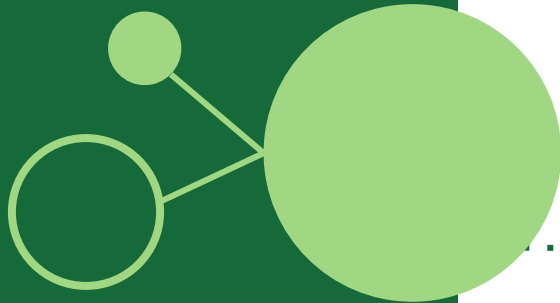


# Early Development

Commit

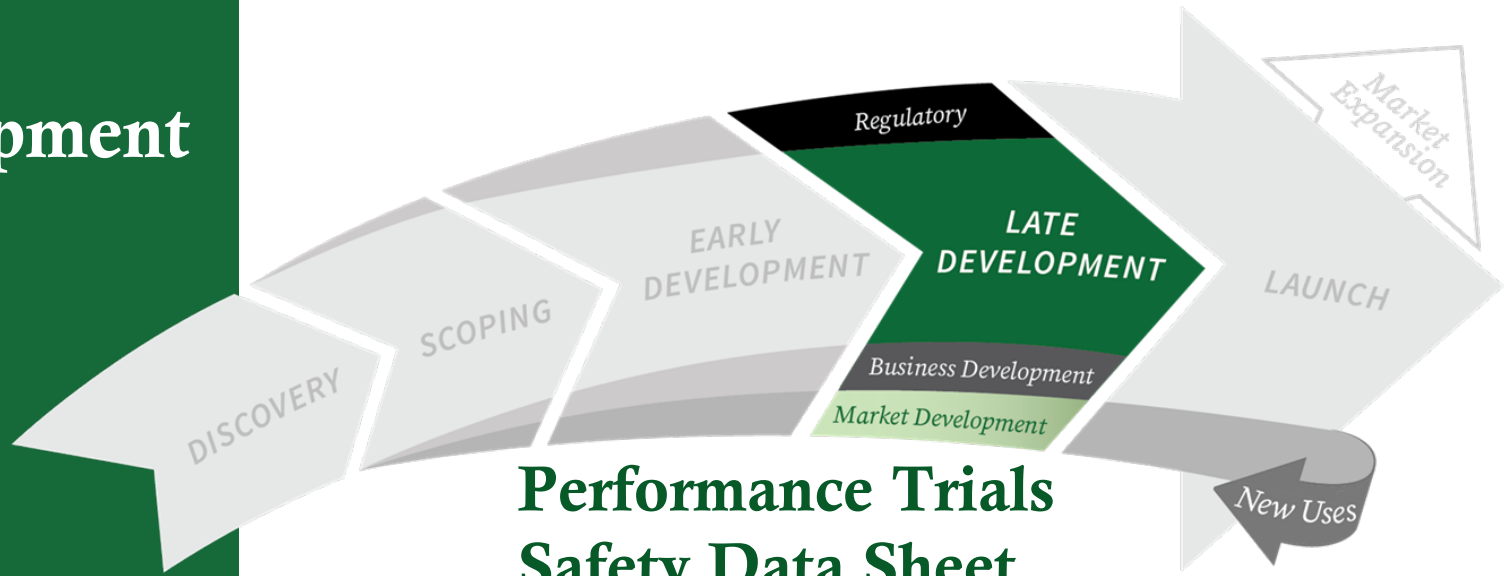


Use case  
Product Safety Plan  
Registration Plan  
Production Plan  
Performance Trial  
Business Case

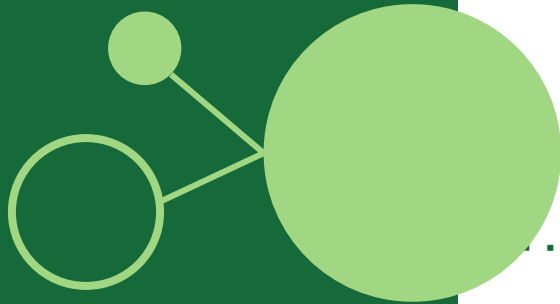


# Late Development

Challenge



**Performance Trials**  
**Safety Data Sheet**  
**Registration - Label**  
**Production Plan**  
**Marketing Plan**  
**Technology Transfer**



# How can we work together?

## Add DEVELOPMENT to your R&D

### BUSINESS DEVELOPMENT

Strategic Alignment Process

Industry audits & surveys

Technical due diligence

Acquisition profiling and vetting

### PRODUCT DEVELOPMENT

Product Stage Gate Process Management

Regulatory strategy and pathways

Trial design, management and product validation

Data analysis, evaluation and recommendations

Technical positioning & BMPs

Technology transfer initiatives

Agronomic services

### MARKET DEVELOPMENT

Go-to-market strategy and access

Market potential and needs analysis

Competitive intelligence

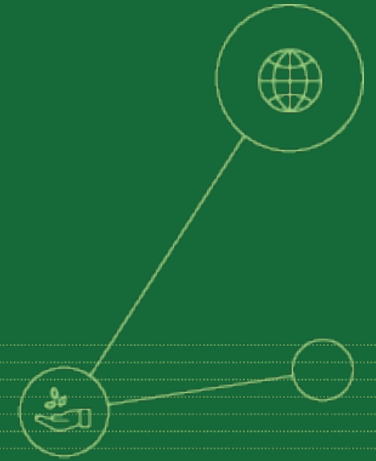
Distribution & channel network evaluations

Conquest customers & equity events

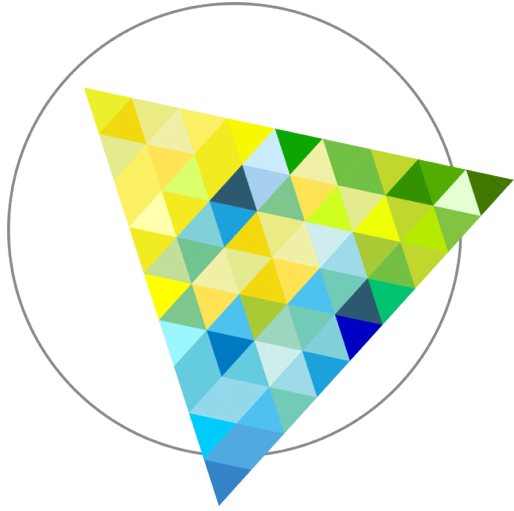
Influencer relations

# Product Development: Pathways & Challenges

Gloverson Moro, Ph.D.







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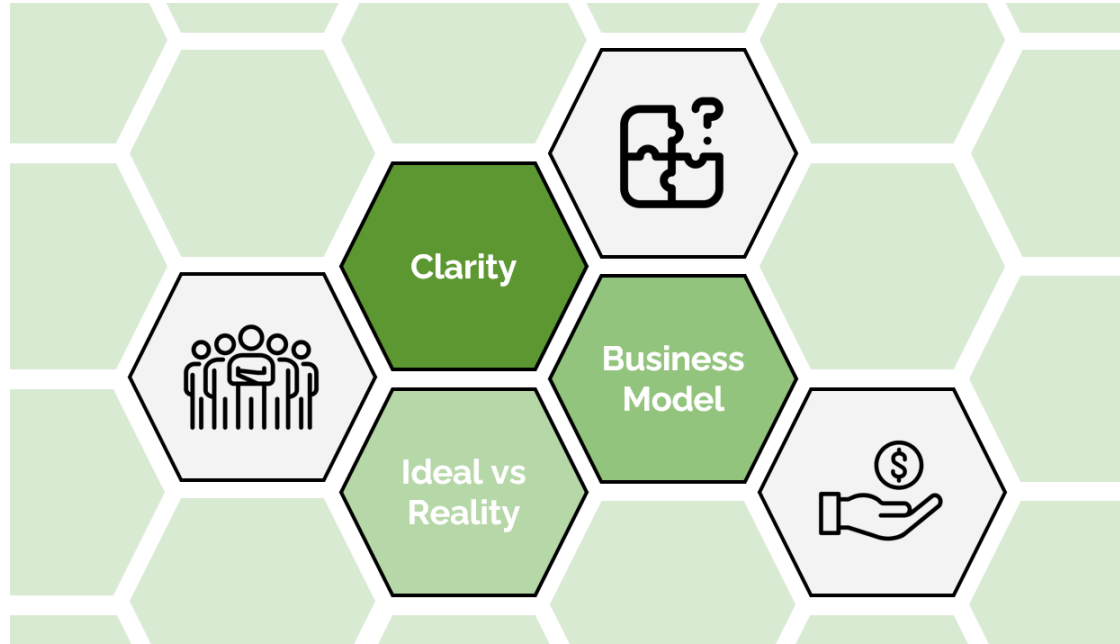
Engaging Strategics & Investors



- Develop your Pitch
- Engage with Strategics
- Engage with Investors



# Develop your **Pitch**



# ENGAGING WITH STRATEGICS



# ENGAGING WITH STRATEGICS

Benefits

Challenges



# ENGAGING WITH STRATEGICS

## Benefits



- Development acceleration
- Market validation
- Increased investor engagement
- Visibility for acquirers



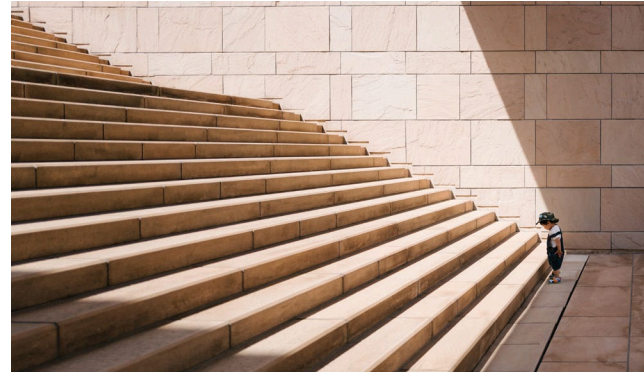
# ENGAGING WITH STRATEGICS

## Benefits



- Development acceleration
- Market validation
- Increased investor engagement
- Visibility for acquirers

## Challenges



- Navigating the hierarchy
- Demands for exclusivity
- Potentially unpaid demos
- Alignment of interests



# Engaging with **Strategics**

- **Pro Tips**

- Make sure you can deliver
- Find an internal champion
- Identify the decision maker
- Adjust your expectations
- Ask for feedback





# ENGAGING WITH INVESTORS

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# ENGAGING WITH INVESTORS

## Benefits



- Funding for your vision
- Development acceleration
- Network of connections



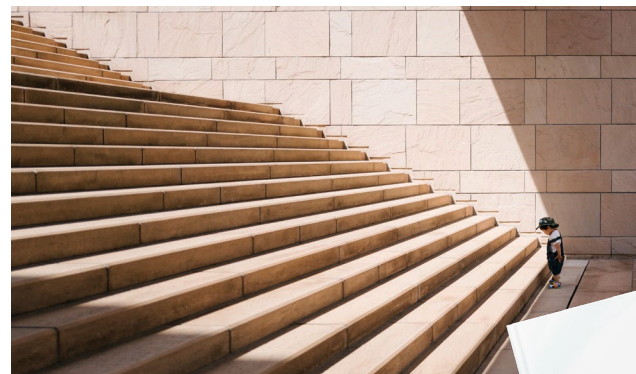
# ENGAGING WITH INVESTORS

## Benefits



- Funding for your vision
- Development acceleration
- Network of connections

## Challenges



- Loss of control
- Dilution of ownership
- Timeline expectations



# Engaging with **Investors**

- **Pro Tips**

- Research your VCs
- Get warm introductions
- Non-dilutive funding is appealing
- Adjust your expectations
- VCs are pack animals



# Thank you



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Your Challenges?  
Your Questions?  
Discussion

