

SHARK TANK

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Your
Challenge...

Create the “New” Brown Family Farm

**Include all of the building blocks of the
Business Model Canvas**

Don't forget the people!



The NEW Brown Family Farm Business Model

**Business
Model
Canvas**

**Program
Insights**

**Economic
Viability**

**Innovation
and
Creativity**



Timing:

Each team will have
15-20 minutes to present
on February 19th

Judges will score your
NEW Brown Family Farm
Based on rubric criteria

Make sure to choose a TEAM NAME!

SWOT Analysis – a great place to start

- Leverage the Brown's **STRENGTHS**
- Address their **WEAKNESSES**
- Explore/Evaluate **OPPORTUNITIES**
- Disrupt & Innovate to overcome **THREATS**

Strengths

- Land
- Multiple crops
- Custom packing
- Technology
- Global gap certified
- Established contracts
- New skills

Weaknesses

- Don't know the customer
- Price taker
- Lack of succession plan- retirement
- Manual processes
- Lower labor productivity
- Packing ops mgmt.
- Lack of data
- Product waste

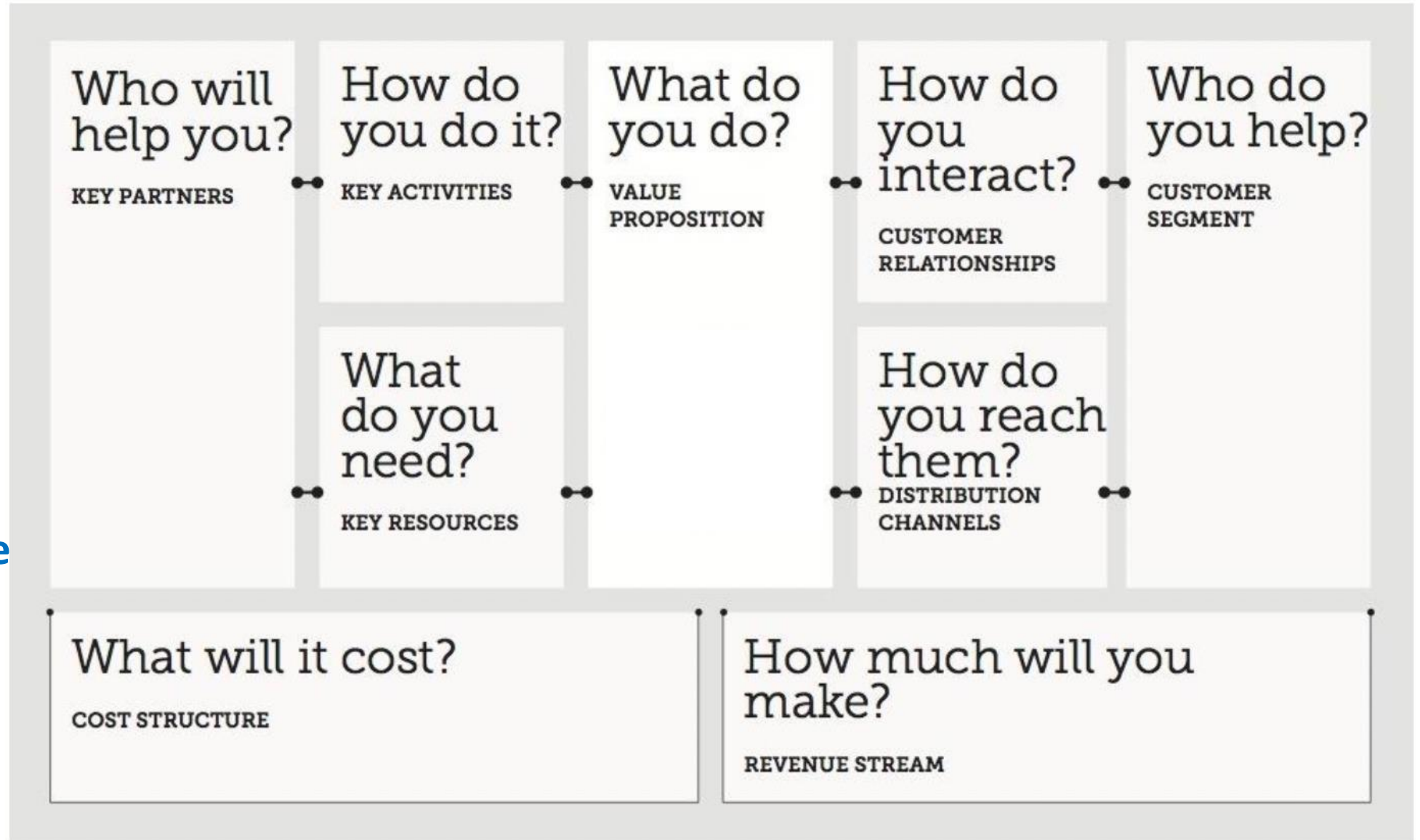
Opportunities

- Move up Value Chain - Go direct to end customer (grocery, restaurant, consumer, etc.)
- Niche products
- Expanding use of land
- Innovation
- Industry Trends
- Partnerships

Threats

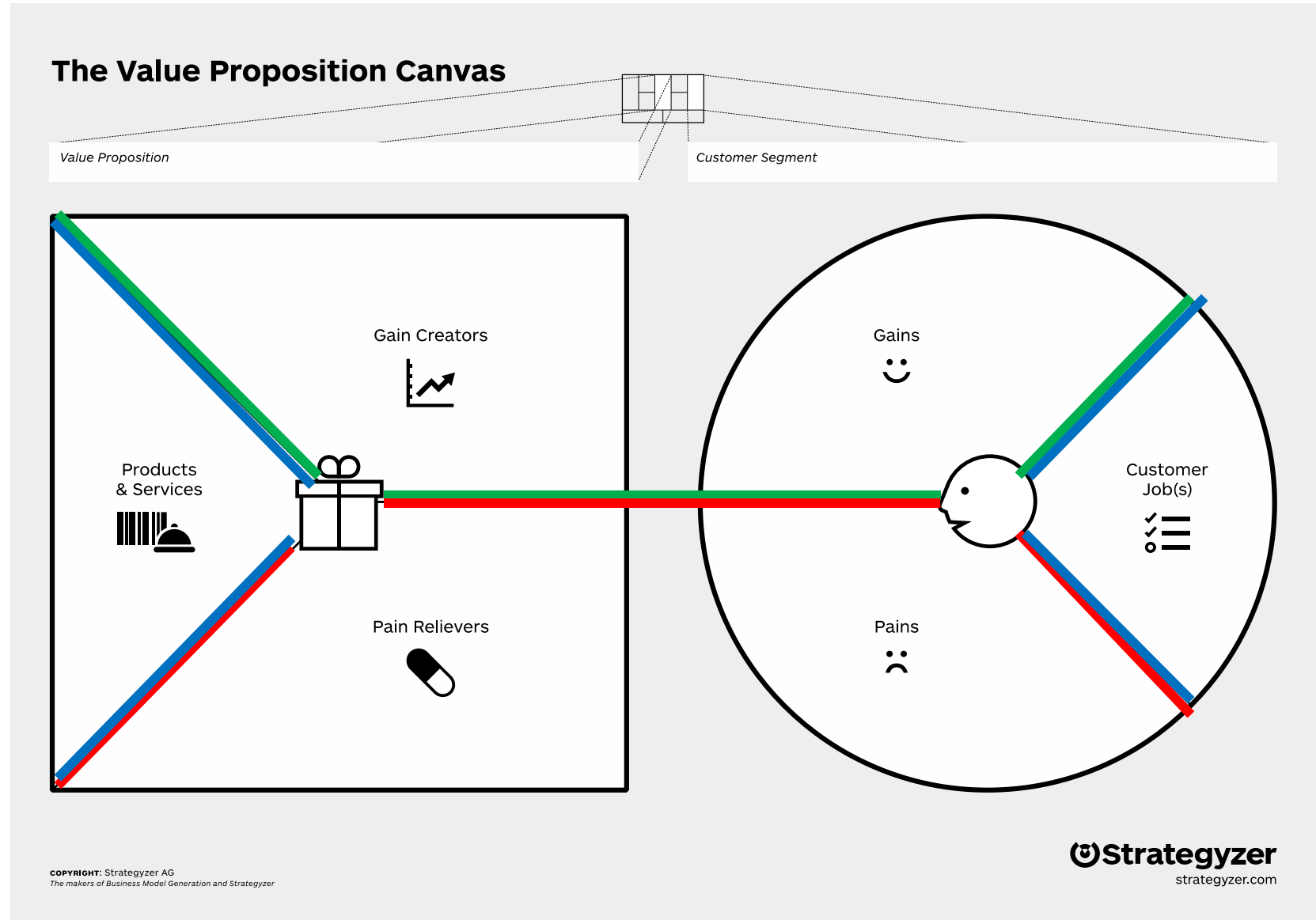
- Climate change
- Consumer health focus
- Labor competition/scarcity
- Energy costs
- Disease/bugs
- Higher input costs
- Legislation

- Make tough decisions - **TRADEOFFS**
- 8 blocks support the Value Propositions
- The process gets everyone on the same page
- “idea guy”



Take the time to understand your customer & be clear on your Value Props

- What do you offer your customer to create gains?
- What products/services do you offer your customer to help them get jobs done?
- What do you offer your customer to help them relieve pain?



Design the Future Brown Family Farm

Considerations:

- Use what you've learned in EFM
- You have FINITE Resources – Tradeoffs will be required
- New businesses require FUNDING SOLUTIONS
- Review the Score sheet for Shark Tank
- Be innovative

To Do:

- Brainstorm potential growth and reduction opportunities using POST-ITS
- Utilize the Business Model Canvas to assess the impact on current operations
- Complete the financial analysis/updates to support your new business
- Address the Human Resource challenges
- Name your team!