

AGRICULTURE PRACTICE



#AG40



CHALLENGE
ADVISORY

Who We Are

Supporting Digitalisation across Agriculture

Challenge Advisory LLP is a multi-sector strategy consultancy.

We partner with disruptive and innovative organisations to provide revolutionary solutions to their most pressing challenges. Our strategies ensure companies remain modern and effective in a digitizing world.

We work collaboratively with a range of Agricultural organisations and stakeholders to create profitable and long-lasting solutions. From start-ups with an idea, to embedded organisations looking to master new markets, our Agricultural specialists deliver on end-to-end challenges.

By being at the forefront of knowledge and progress within Agriculture, we are able to help our clients compete and lead in their space.

To do this, our clients can work with just one, or ultimately all of our six practice branches.

These are:

- **Strategy** | Producing tailored expansion strategies.
- **Funding** | Securing funding opportunities and resources.
- **Talent** | Integrating success through recruitment and talent acquisition.
- **Design** | Utilizing R&D to shape successful design.
- **Marketing** | Putting you in front of targeted audiences.
- **Sales** | Creating strategies that help companies achieve targets.



What We Do

Revolutionary digital solutions and technologies cannot be implemented within agriculture without critical support structures and resources. At Challenge Advisory we have built our services within the industry around one core goal - **Growth**.

And central to our success in this is our ability to understand. This is shown through four areas:

Understanding Technology:

Digital solutions and technologies are revolutionising the landscape of modern agriculture. Our specialist agricultural team's knowledge allows them to fully appreciate and understand new technologies and systems that are being applied throughout the industry. Our practice is at the forefront of digitalization, and apply this knowledge to our client's challenges.

We provide solutions within:

- Strategy
- Funding
- Talent
- Design
- Marketing
- Sales

Understanding Potential Industry Use-cases:

Huge inefficiencies within management strategies and farm practices are being solved by the application of appropriate digital, machine, as well as automated solutions. Knowing where a solution is best suited will dramatically affect its uptake and the provider's resultant growth. Clients need to know where they can make waves within Agriculture.

Understanding the need for collaboration:

Challenge Advisory LLP is a collaborative organisation. We have benefited from working with an array of great partners in differing markets, and recognise the importance of shared knowledge and skills. The need for collaboration between cross-sector and cross-industry innovators is especially important in agricultural contexts, as stakeholders increasingly look outside of the industry for novel solutions. We understand the need for this, and build beneficial working relationships between relevant organisations.

Understanding the risks:

With any innovation, there are many inherent risks in development. Our cross-sector skills, experience and client base has afforded us a deep understanding of the most important limitations to success within the sector. We tailor our strategies around risk-avoidance, ensuring that our collaborative solutions support long-term growth and sustainability.

How to Achieve Results

Below are details on how we adapt our specialist practices to best support our agricultural clients.

01 | Strategy

Strategy is the biggest variant between digital leaders and norma organisations. Our team help innovators within agriculture make the most of end-to-end technological solutions. Our strategies are designed to engrain efficiency and productivity within practices, ensuring our agricultural clients are performing to the best of their abilities.

02 | Funding

We have helped to secure over £80 million in funding for our Agribusiness clients over the past 5 years from our global network of VC investors. Our profitable growth and fundraising strategies ensure clients have the resources they need to effectively develop in an increasingly competitive and technological sector.

03 | Talent

The digitalisation of agriculture has developed a need for a broader range of skills within the sector. We provide cohesive organisation structuring for our clients through effective talent strategy, acquisition and management. Our verified network of talent to ensure all individuals and teams we source can deliver appropriate and long-term results for our partners.

04 | Design

A company's first-impression to its market is arguably the most important control to their success.

At Challenge Advisory, we have developed a specific service around creating and improving pitch-decks for companies who are looking to expand. Our team have worked with a wide array of innovative start-ups and developed organisations to build pitch-decks that will resonate with their target audience.

05 | Marketing

We are capable of structuring and developing engagement campaigns that will connect companies with target audiences. Our exposure campaigns, showcases, industry interoperability workshops, and summits put our partners in front of the people they need to progress. This is across all platforms and communications spaces.

06 | Sales

We secure business development opportunities that help disruptive Agricultural organisations and solution providers grow. We help our partners to understand their clients holistically, build appropriate sales processes, address challenges and grow partner networks. Our Agriculture specialists have helped our global client base develop into new markets on local and international scales.

Our Agricultural practice is focused on **innovating**. We are developing effective solutions for growth through our industry unique practices and knowledge, helping to support revolutionary technologies and companies.

Get in Touch

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