

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the frame, creating a modern, dynamic feel. The central area is white, providing a clean space for the text.

INFO AG 2017

Starting From Scratch

Who is GreenPoint AG?

- ▶ Formed in 2012 as a joint venture between Winfield United and Tennessee Farmers Cooperative.
- ▶ 53 Locations in MO, KY, AR, MS, LA, and TX
- ▶ About 400 employees

Looks Like Fun!



Determine where you are vs Where you need to be

- ▶ How
- ▶ When
- ▶ Where

Determine where you are vs Where you need to be

▶ How

- ▶ Advisory Panel
- ▶ As an individual
- ▶ SWOT Analysis (Strengths, Weakness, Opportunity, and Threats)

Determine where you are vs Where you need to be

- ▶ When
 - ▶ Customers inquiring
 - ▶ Off Season
- ▶ Is there a good time?

Determine where you are vs Where you need to be

- ▶ Where
 - ▶ Corporate Office
 - ▶ Offsite Location

Strategic Plan

- ▶ Vision
- ▶ Mission
- ▶ Objectives
- ▶ Strategies/Action Plan

Fundamental Business Components

- ▶ Internal Buy-in and support
- ▶ Partners
- ▶ Software
- ▶ Employees

Fundamental Business Components

▶ Partners

- ▶ How to choose the right partner

- ▶ Resources

Fundamental Business Components

- ▶ Software
 - ▶ Metrics for evaluating software
 - ▶ Cloud Based vs. Local
 - ▶ User Friendly/Intuitive
 - ▶ Willingness to integrate

Fundamental Business Components

- ▶ Software
 - ▶ Metrics for evaluating software
 - ▶ Pricing
 - ▶ Per Acre
 - ▶ Per Location
 - ▶ Per User

Fundamental Business Components

- ▶ Employees
 - ▶ Characteristics of an “Ag Techie”
 - ▶ Tech minded with the ability to simplify
 - ▶ Fluid Thinker
 - ▶ Creative Mindset
 - ▶ Self Motivated
 - ▶ Willingness to Change
 - ▶ “Thick Skin”

Fundamental Business Components

- ▶ Employees
 - ▶ Placement
 - ▶ Location
 - ▶ Ability to connect with customers

Fundamental Business Components

- ▶ Employees
 - ▶ How to Support/Manage
 - ▶ Tools
 - ▶ Training
 - ▶ Micro vs Macro Mgmt

Fundamental Business Components

- ▶ Employees
 - ▶ Retention
 - ▶ Continued Education
 - ▶ Next Step

Fundamental Business Components

- ▶ Employees
 - ▶ Turnover
 - ▶ It's inevitable
 - ▶ Who will replace

Fundamental Business Components

- ▶ Marketing/Branding
 - ▶ Brand awareness



INCOMPASS
BY *GREENPOINT AG*™

Fundamental Business Components

- ▶ Marketing/Branding
 - ▶ Brand awareness
 - ▶ Marketing
 - ▶ Growth Plan
 - ▶ Healthy vs. Reckless