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
Fundamental Business Components

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