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YOUR ROADMAP TO COMMERCIAL SUCCESS



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**Growers buy products
that work for other
growers like them.**

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50% of growers expect to use new yield-improvement products.

[McKinsey Study](#), 2022

Reasons Growers Won't Try a New Product:

- 1. Unclear ROI**
- 2. Poor experience for other growers**

RULE #1

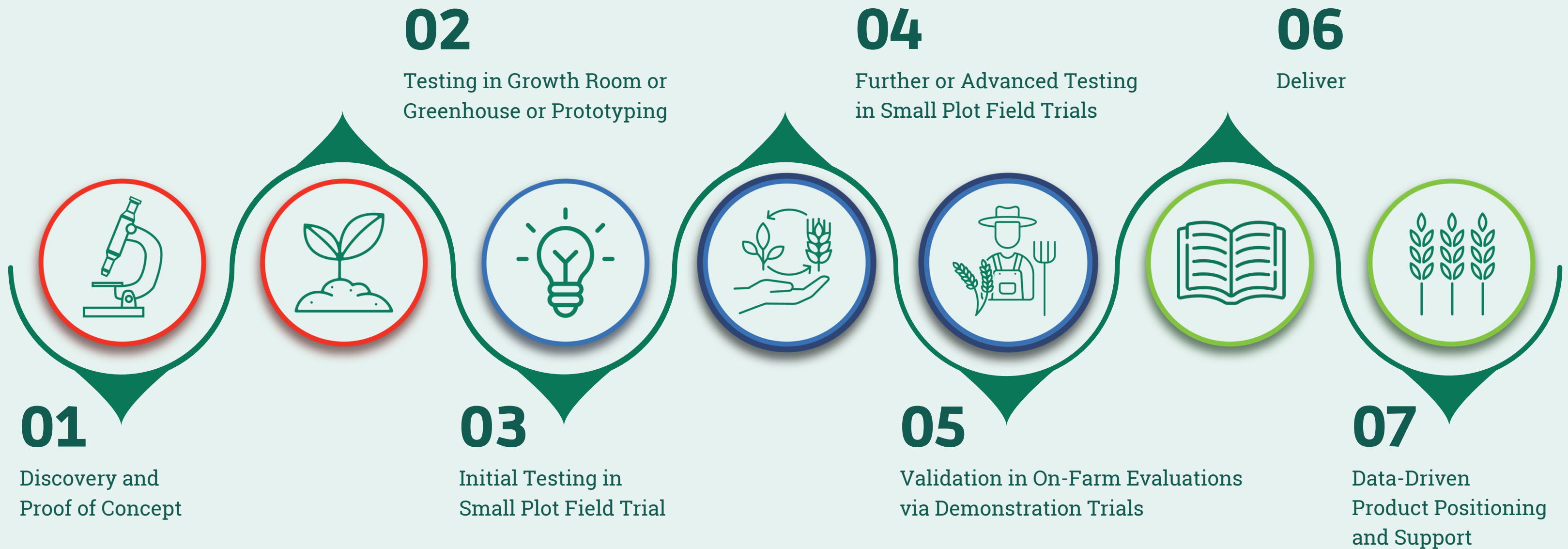
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AGROBIONICS Rule 1 FOR INNOVATION SUCCESS

**Don't do anything to lose
growers' trust.**

7 Commercialization Principles

for innovation success



● Initial Phases of R&D

● Field Testing Phases of R&D

● Further Testing and Validation

● Launch

Download 7 Mistakes That Will Cost You Time & Money

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