

A scenic photograph of a dirt path in a rural setting. The path is flanked by wooden fences and lush green grass. In the background, a large, dense line of trees stretches across the horizon. The sun is setting behind the trees, creating a warm, golden glow and long shadows. The sky is filled with soft, orange and yellow clouds.

# the farmers path

Learning journeys for a new generation



# The opportunity

## The world needs regenerative farmers

- Agriculture accounts for 25% of global greenhouse gas emissions.
- Agricultural practices that sequester carbon in the soil (regenerative organic) have the potential to account for 40-70% of annual greenhouse gas emissions.

- The average age of farmers is 65
- 10% of all farmland will change hands (93million acres) by 2019
- Organic farmland is growing at 14.7% pa and is not keeping up with demand



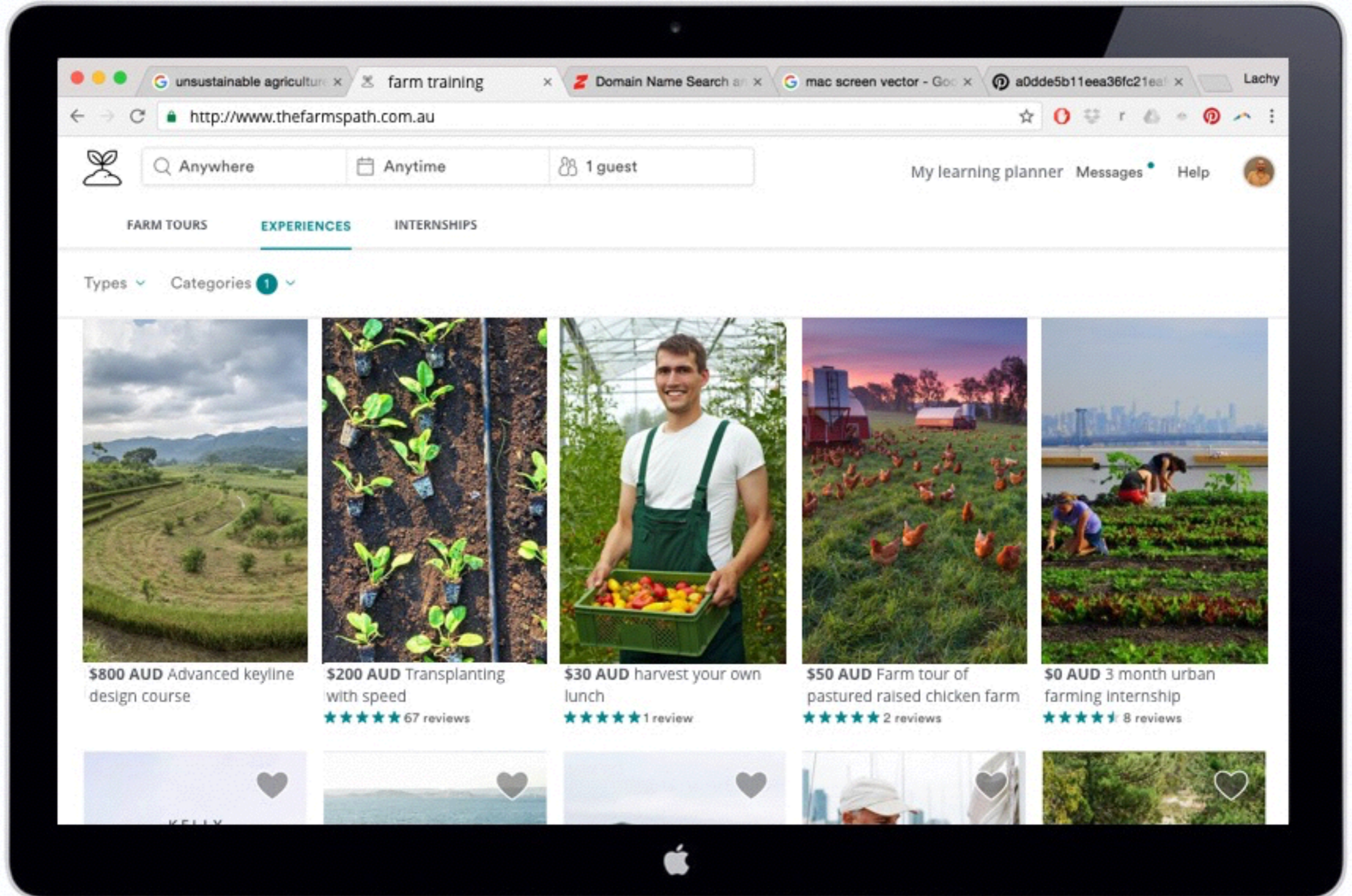
# The problem



- **No clear pathways for training in regenerative agriculture**
- **Formal education system dominated by conventional (chemical) agriculture**
- **No coordination between existing opportunities**
- **Farmers need support to meet demand for on-farm training**



# The solution



**An open marketplace for on-farm training**



# The pathway



**A structured and self-directed learning pathway**



# The value

## For farmers:

- Easily list training opportunities online
- Get exposure and sell tickets
- Filter applicants
- Toolkits, templates and support (legal, EH&S, insurance, best practice etc)

## For learners

- Search for all opportunities on one platform
- Customised and flexible learning pathway (choose your own adventure)
- Ratings and reviews
- Information portal (blogs, articles, videos, local associations etc)
- Recognition for learning (level 1,2,3 etc)



# The Impact

## More eco-farmers


Easier access to structured on-farm learning opportunities will increase the uptake of regenerative agricultural practices in new and existing farmers.

## Better training

A competitive and transparent marketplace will drive new content creation and higher quality delivery.

## Ancillary revenue

Farmer-to-farmer teaching models can provide a much needed ancillary revenue stream for existing farmers.



***We have neglected the truth that a good farmer is a crafts[person] of the highest order  
- Wendell Berry***



# Naming

## Taken:

farmpath  
farmways  
farmway  
farmster  
farmly  
farm.ed  
farmercraft  
farmtrack  
farmhub

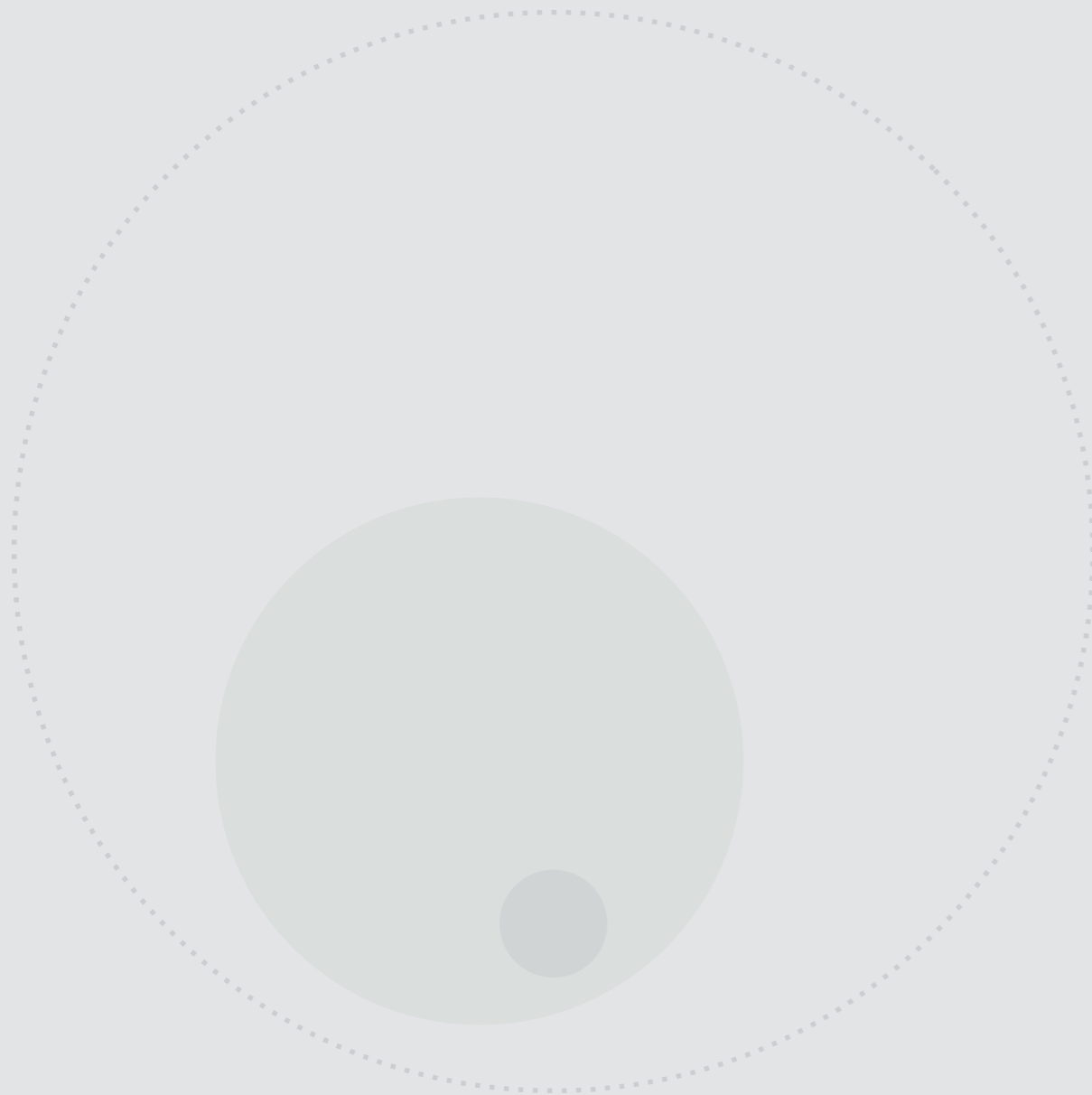
## Ideas:

The farmers path  
farmerpath  
farmaway  
onfarm  
refarm  
farmlane  
farmtread  
farmaster  
farmable  
farmada  
farmery  
farmability  
farmolution  
farmaverse  
farmify

Farmication  
Farmification  
Farmology  
Farmosophy  
farmset  
farmsociety  
farmwise  
farmoir  
farmmentor  
farmember  
farmentum  
farmisan  
farmaster  
farmbeat  
farmonomy

# TO BE COMPLETED

## The Market



### Agri - education

% addressable market

### Growth of organic sector

——- to \_\_\_\_\_ in \_\_\_\_\_

Compared to \_\_\_\_\_ % in main stream

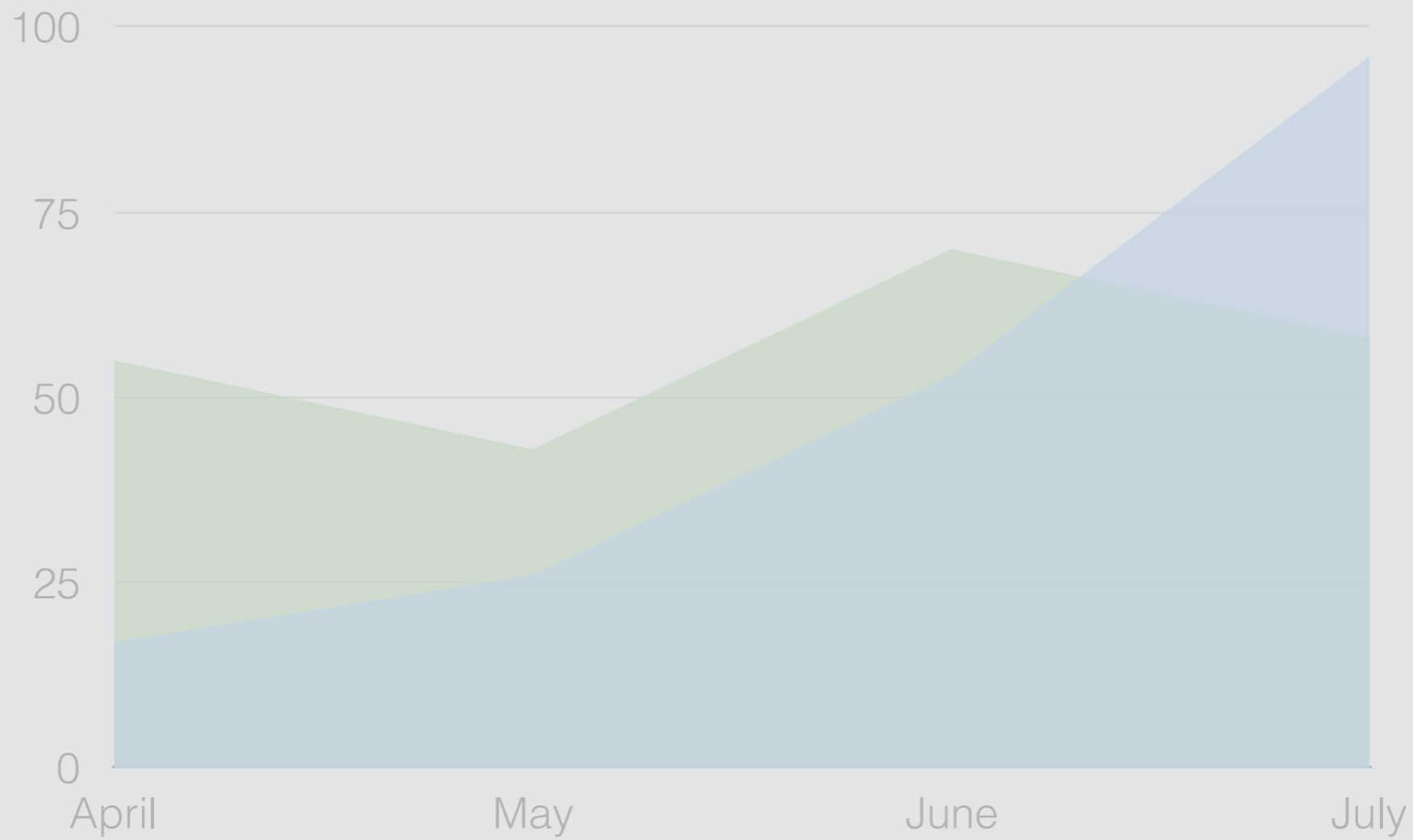
### Opportunities...

- Consumer demand for on-farm experiences.
- Growth in addressable market if new education options are presented.

# TO BE COMPLETED

## Business Model

We take 10% of sales



# TO BE COMPLETED

## Early Validation

VALIDATION COMMENCING AUG 2017

### Website traffic

A landing page with a list of internships available in Australia has generated \_\_\_\_\_ hits in \_\_\_\_\_ weeks without advertising spent.

### Sign-ups

\_\_\_ people have signed up to the platform email newsletter.

### Farmer partners

\_\_\_\_\_ farmers have registered to use the platform

# TO BE COMPLETED

## Competition

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# TO BE COMPLETED

## Investment

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# TO BE COMPLETED

## Projections

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the farmers path

**TO BE COMPLETED**