



HarvestWell

Project Team

Why are we the ones?



Chris

Strategizes customer insights and finances



Kellen

Visualizes UX insights to shape intuitive experiences



Camila

Bridging marketing with strategic decision-making



Shruti

Tests usability and grounds decisions in real data

Origin



where it began



UX Designer + MBA

Sarah | Founder of 🍷 HarvestWell

Delivering farmers market produce to her neighbors during pandemic

"Is there a better way to connect people with local farms?"

...2020



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Delivering farmers market produce to her neighbors during pandemic

"Is there a better way to connect people with local farms?"

... 2020 2021 *Testing + Failing + Learning*

A responsive app connecting people with local farmers for fresh, direct food orders



August | Research + Visual Design



UX Designer + MBA



Sarah | Founder of HarvestWell

Delivering farmers market produce to her neighbors during pandemic

"Is there a better way to connect people with local farms?"

Testing and building MVP

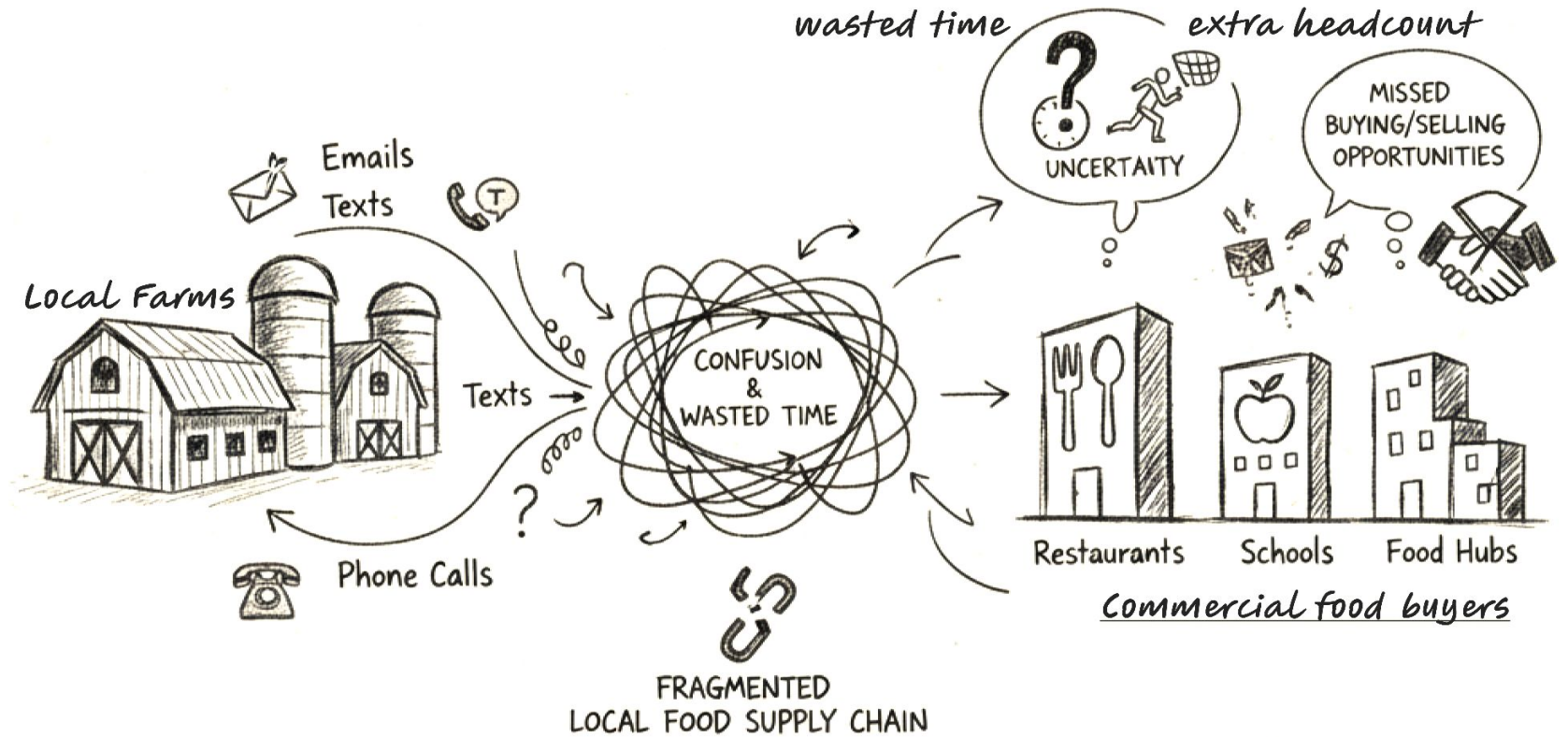
Helping small farmers **share crop plans with buyers** so everyone knows what's growing and when it's ready

... 2020 2021 *Testing + Failing + Learning* 2025

A responsive app connecting people with local farmers for fresh, direct food orders



August | Research + Visual Design



THE BIG PROBLEM

Fragmented Communication
between Farmers & Buyers



Marketplace where
Farmers 🧑🌾 + Buyers 👨🍳
find each other and
stay connected
throughout the
growing season 🌾

Initial Interviews



Javier Z.



“

**Looking for affordable,
comprehensive farm
management solution.**

**Rely on phone calls, emails,
farm visits.**

*"Existing platforms focus on
marketing/connection, not operational needs"*



“Need trusted community advocates for adoption.



"Technology solutions often fail because developers don't understand farming complexity"

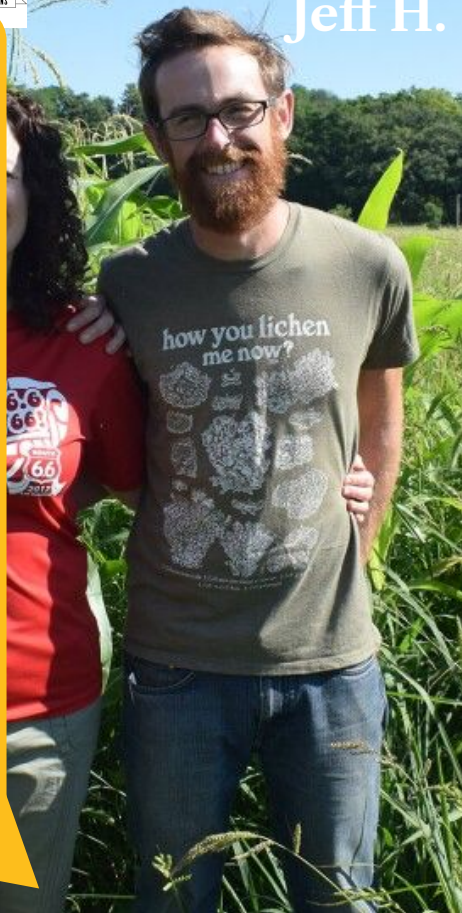
Small grocery shops operate in isolation.

"No invoicing capability (uses Google Sheets templates)...No tech support on free tier"

Dissatisfied with Inconsistent partnership.

"It is Local-washing"

Jeff H.



John L.





“

**Platform idea sounds
more suited for
independent restaurants,
not chains.**

*“I think you’re looking at more independent
places that have one, two, or three locations...”*



John L.

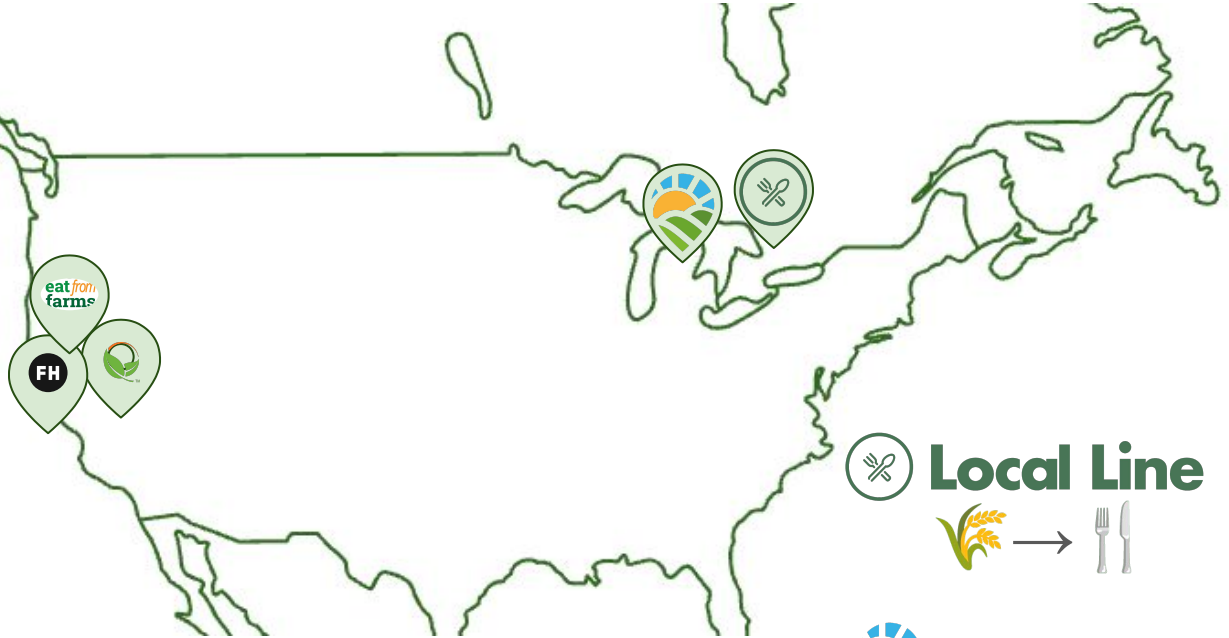
Based on these initial interviews
we saw an opportunity space in the
Farm-to-Table Industry, specifically B2B

freshpoint 

FARMHAND



**eat from
farms**



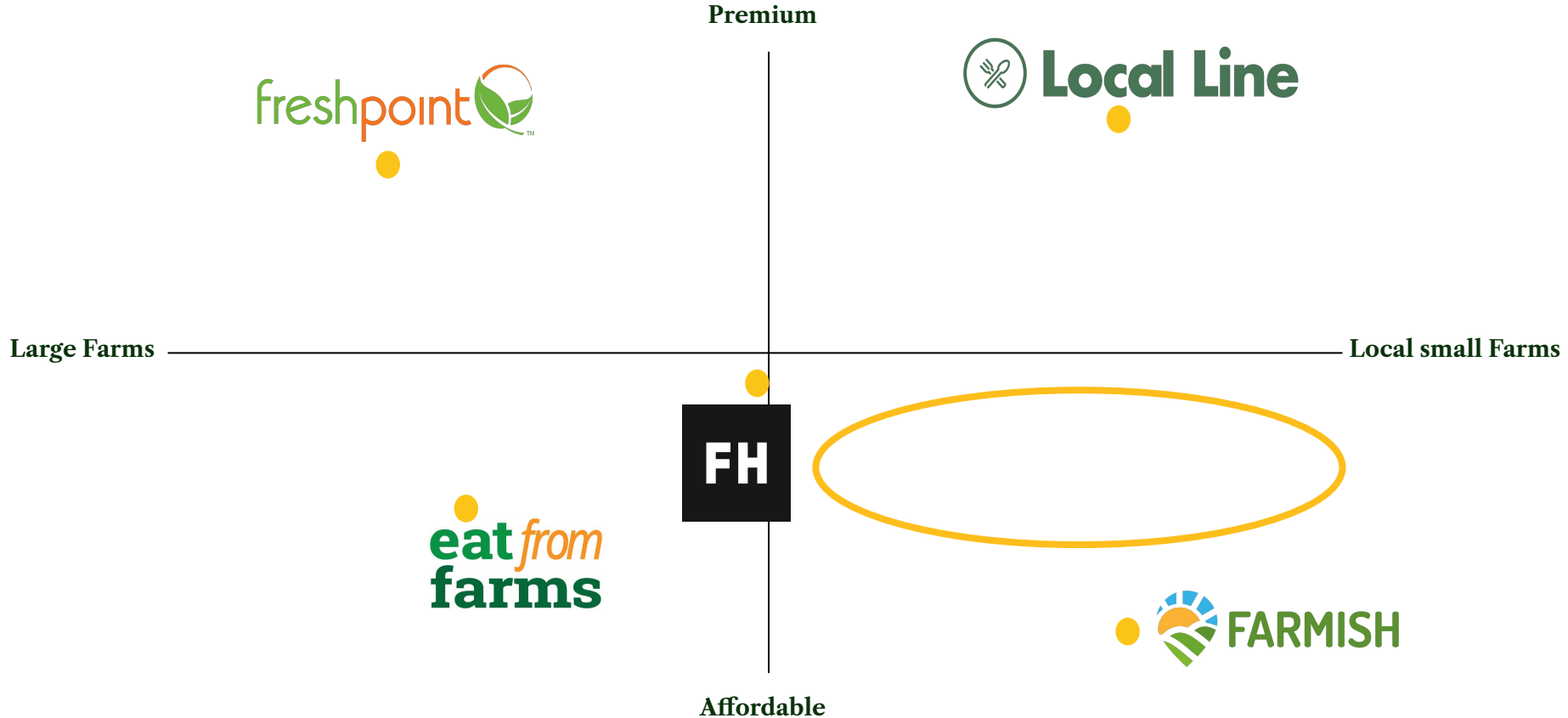
Local Line



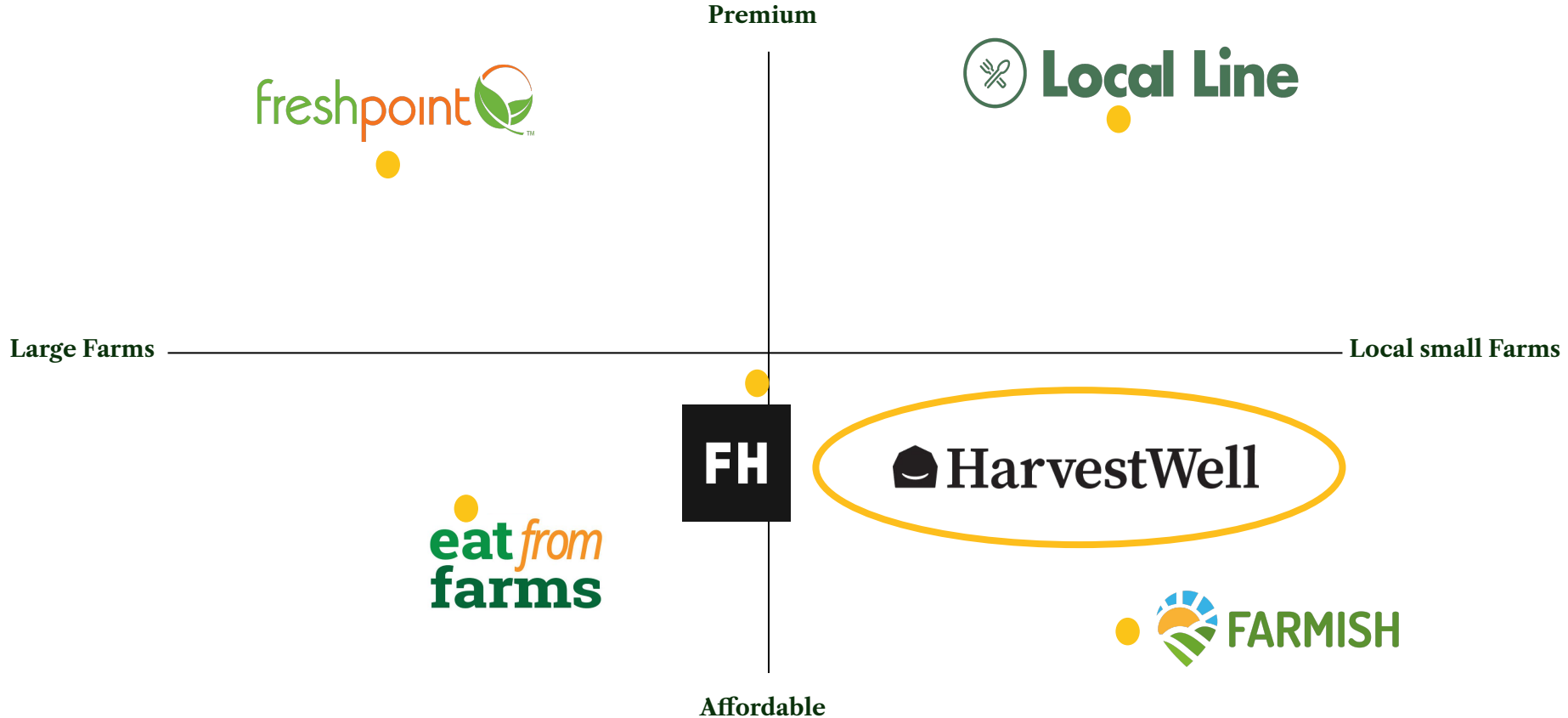
FARMISH



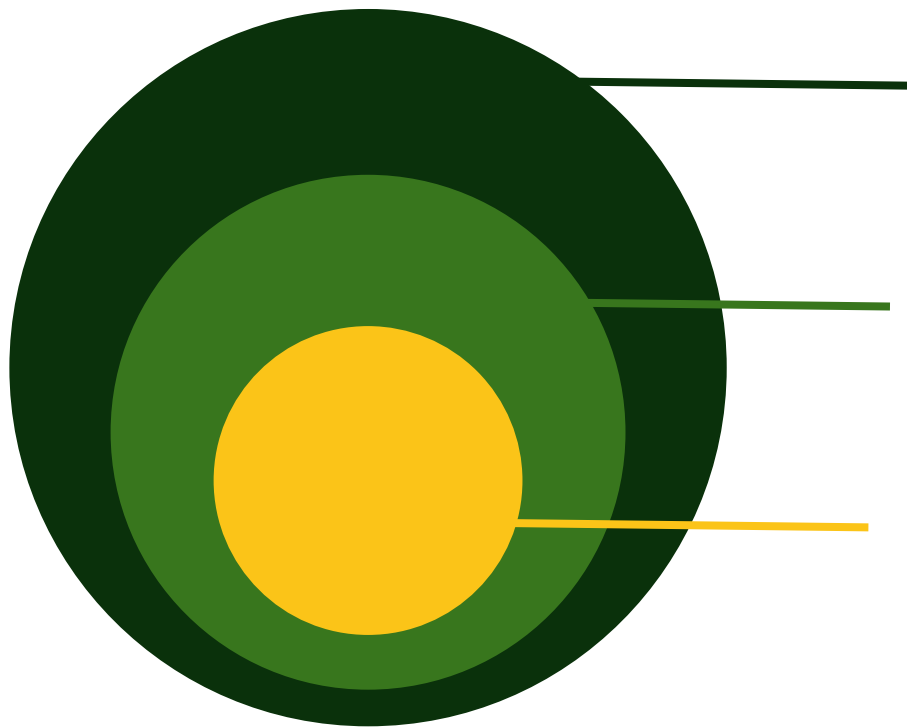
Industry Landscape



Industry Landscape



Opportunity - What's the *market* for this?



TAM \$640.8 M

(1.78M U.S. farms X \$360 per year)

SAM \$22.3 M

(62K small farms in CA X \$360 per year)

SOM \$1.11 M

(5% Capture Rate of SAM)

Opportunity - What's the *demand* for this market?

TAM \$143.6 B

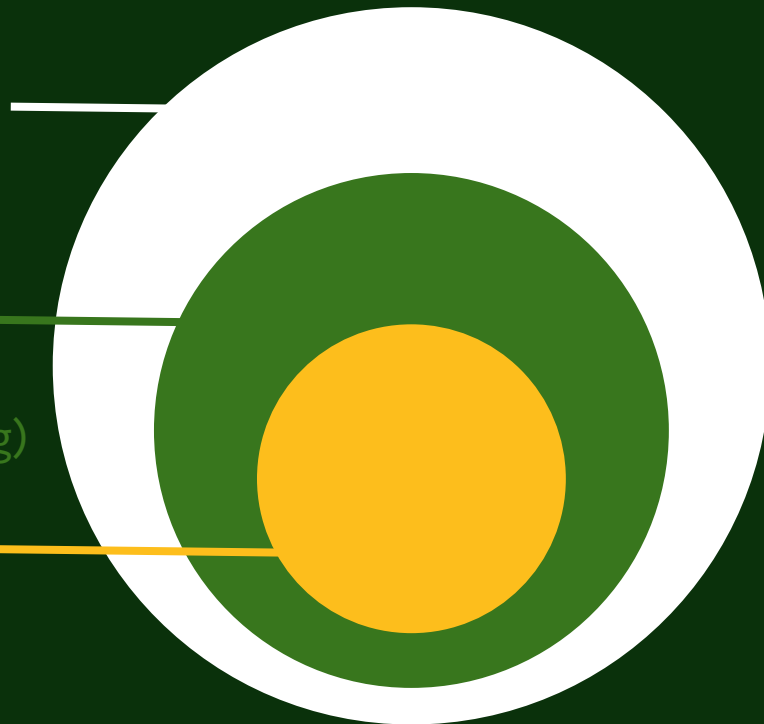
(Small Restaurants in US X Annual Spending)

SAM \$12.3 B

(Small Restaurants in CA X Annual Spending)

SOM \$369 M

(3% Capture Rate of SAM)



Value Prop (MVP)

Golden Triangle - Customer Segment

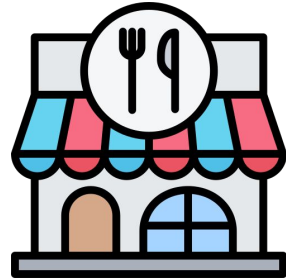


Small Farms

Golden Triangle - Customer Segment

& Buyers including...

Restaurants, schools, other
commercial buyers, etc.



Golden Triangle - Value Proposition



Managing Orders

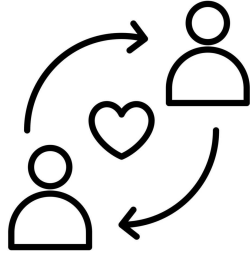
Manage buyer orders
through a seamless
supply & request

Golden Triangle - Value Proposition



Managing Orders

Manage buyer orders through a seamless supply & request



Online Community

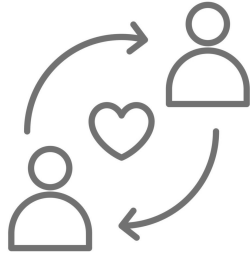
Connect with an online community that promotes events and highlights farmer accomplishments

Golden Triangle - Value Proposition



Managing Orders

Manage buyer orders through a seamless supply & request



Online Community

Connect with an online community that promotes events and highlights farmer accomplishments



Inventory Tracking

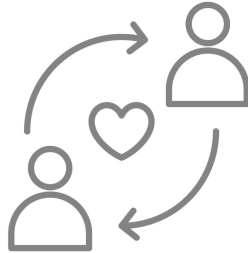
Track the cost of production of crops and the # of crops you sell

Golden Triangle - Value Proposition



Managing Orders

Manage buyer orders through a seamless supply & request



Online Community

Connect with an online community that promotes events and highlights farmer accomplishments



Inventory Tracking

Track the cost of production of crops and the # of crops you sell



EFT Payment Platform

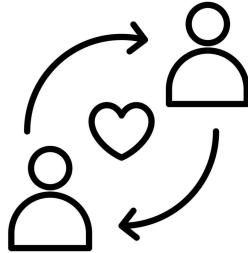
Seamlessly receive and send payments that go directly into your bank account

Golden Triangle - Value Proposition



Managing Orders

Manage buyer orders through a seamless supply & request



Online Community

Connect with an online community that promotes events and highlights farmer accomplishments



Inventory Tracking

Track the cost of production of crops and the # of crops you sell



EFT Payment Platform

Seamlessly receive and send payments that go directly into your bank account

Putting MVP to Test



Interviews

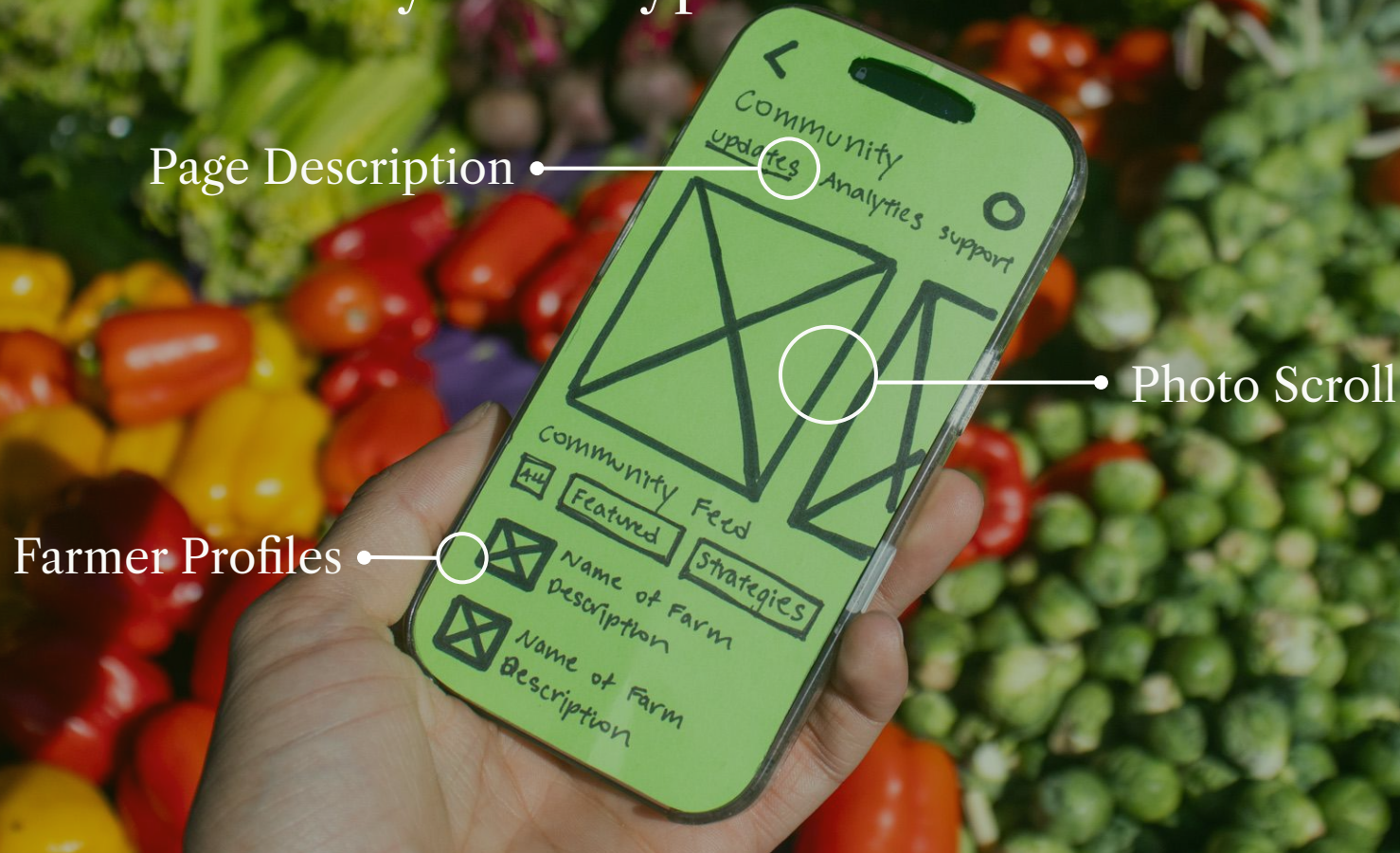
6 Different Farmers Markets

Bay Area, CA & Nashville, TN

Entry Prototype - How can we approach farmers?



Low Fidelity Prototype - What does it look like?

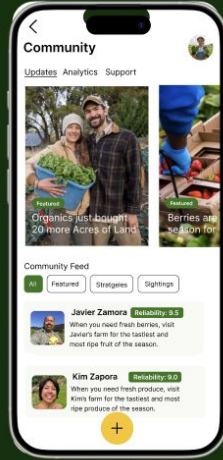


High Fidelity Prototype - What does it look like?



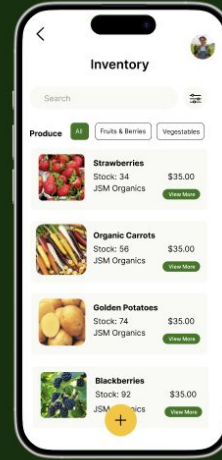
Managing Orders

Manage buyer orders through a seamless request and supply system



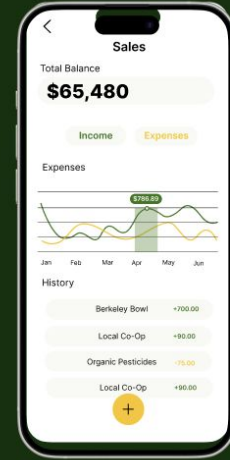
Online Community

Connect with an online farmer community that promotes events and highlights farmer accomplishments



Inventory Tracking

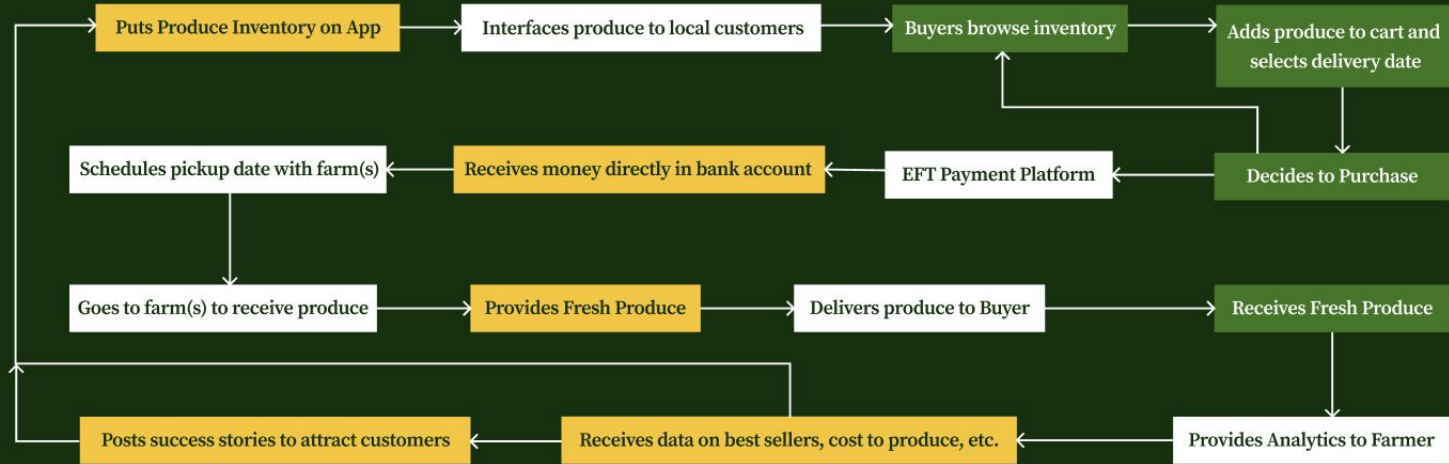
Track the cost of production of crops and the # of crops you sell



EFT Payment Platform

Seamlessly receive and send payments that go directly into your bank account

Customer Journey - How it works



Buyer

HarvestWell

Farmer

Insights that **Stuck**

Stories from Real People



JEFF
FUNKS GROVE | IL



JAVIER
JSM ORGANICS | CA



LAUREN PALMER
BLOOMSBURY FARM
NASHVILLE



THOMAS & KEYLEE
PLANO PRODUCE FARM | NASHVILLE



RAYMOND TYLER
ROSE CREEK FARM
NASHVILLE



RESENDIZ FAMILY
FRUIT BARN | HUGHSON



TYLER & EMILY
PLOT MARKET
GARDEN



KHALED
QUEEN OF SHEEBA
FARMS | OAKLAND



YANG FAMILY
Y. YANG FARM | FRESNO

“A tool showing: What's in stock, Future harvest and Prices help reduce friction and save time each day.



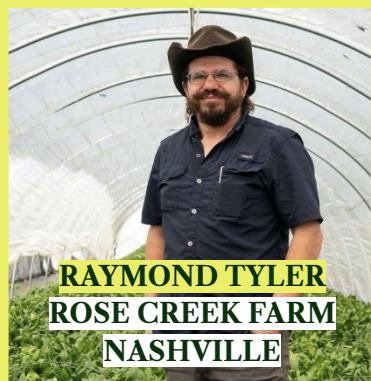
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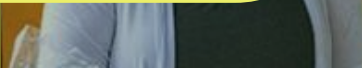
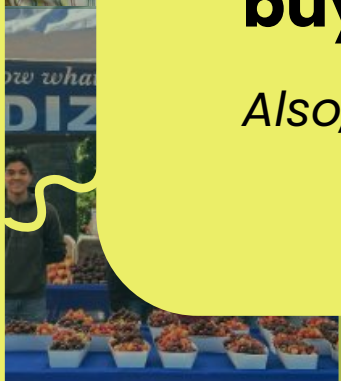


“Biggest challenge is consistent buyers, not operations.

Also, I'd rather pay extra to save time.



RAYMOND TYLER
ROSE CREEK FARM
NASHVILLE





“The chat feature seems useful, being able to text or call people directly would make communication smoother.

I like how it the app includes an online community feature



“It's easier to sell when I'm talking to buyers each week. Anything that makes payment easier...the fees are a real pain point.”



Willingness to use | Features

EFT

17.6%



Managing Orders

29.4%



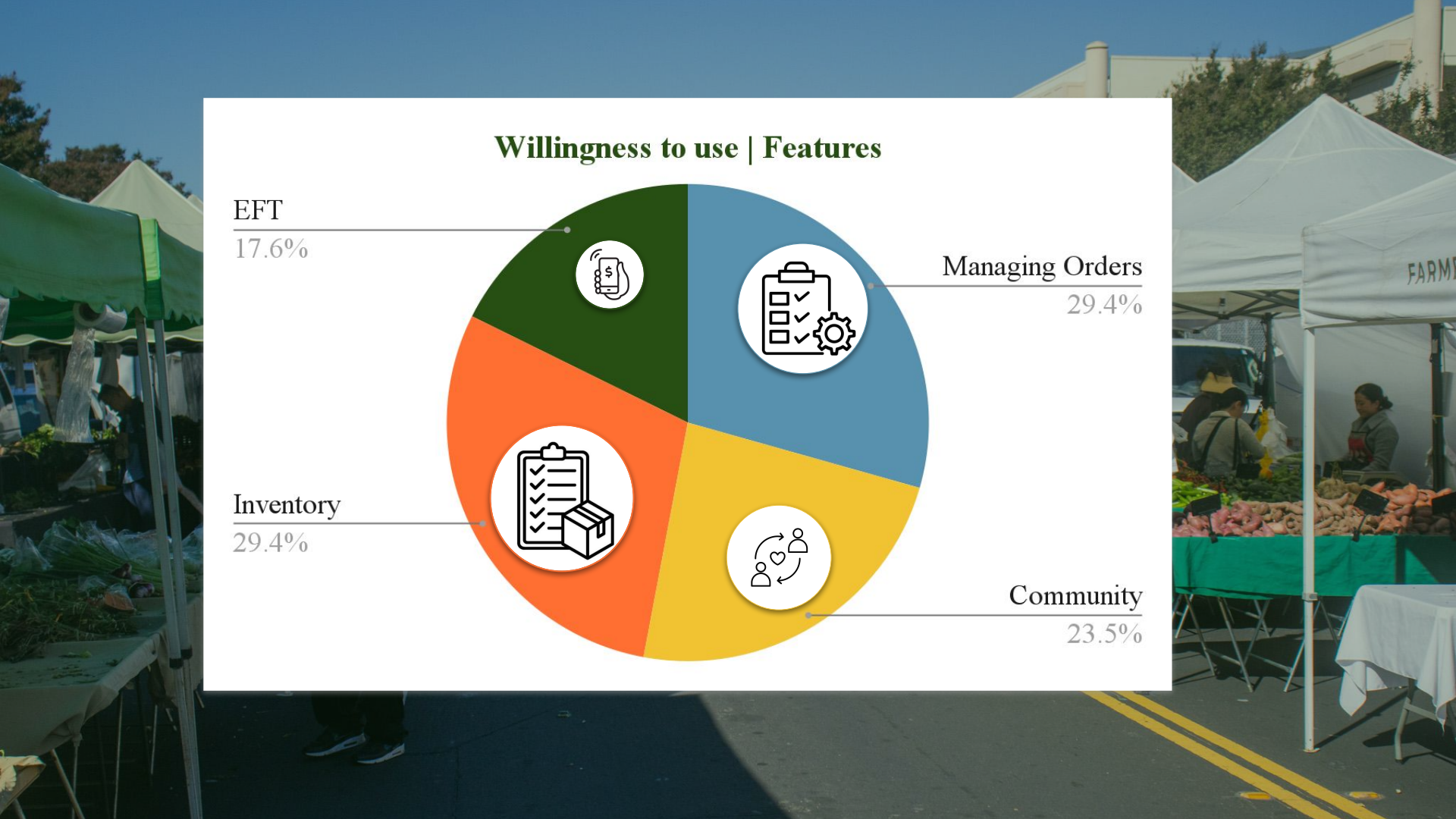
Inventory

29.4%



Community

23.5%



Synthesis

?

Growing food
is the least of
their worries

Digital comfort
varies widely

Uncertainty is
the universal pain

Simplicity drives
adoption

Relationships
drive adoption

Go-To-Market Strategy

The 3 year Go-To-Market Strategy

2026
Year 1

Basic

Foundation

2027
Year 2

Comfort

Strengthen

2028
Year 3

Premium

Enhance & Expand

The 3 year Go-To-Market Strategy

Goal

Build With Farmers

2026
Year 1



Output

Trust = *Mindset*

Basic
(Free Tier)

The 3 year Go-To-Market Strategy

Goal

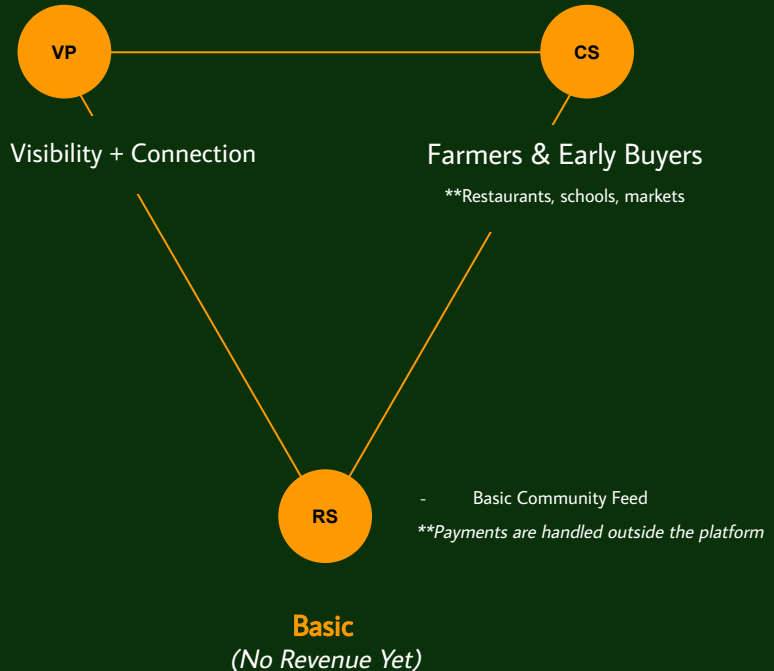
Build With Farmers

2026
Year 1

Output

Trust = **Mindset**

Basic
(Free Tier)



2026
Year 1

It's all about adoption through people, not ads.

To make workflows feel intuitive **removing friction from day one.**

★ **Community Gathering**
(Farmers + Buyers)
Weekly touchpoints

Farmers to farmers —
is the fastest way to
build credibility.

★ **Shape features that support** menu
planning and recurring
demand.

1.

**Co-creation of
the core platform**

2.

**Farmers
Market Presence**

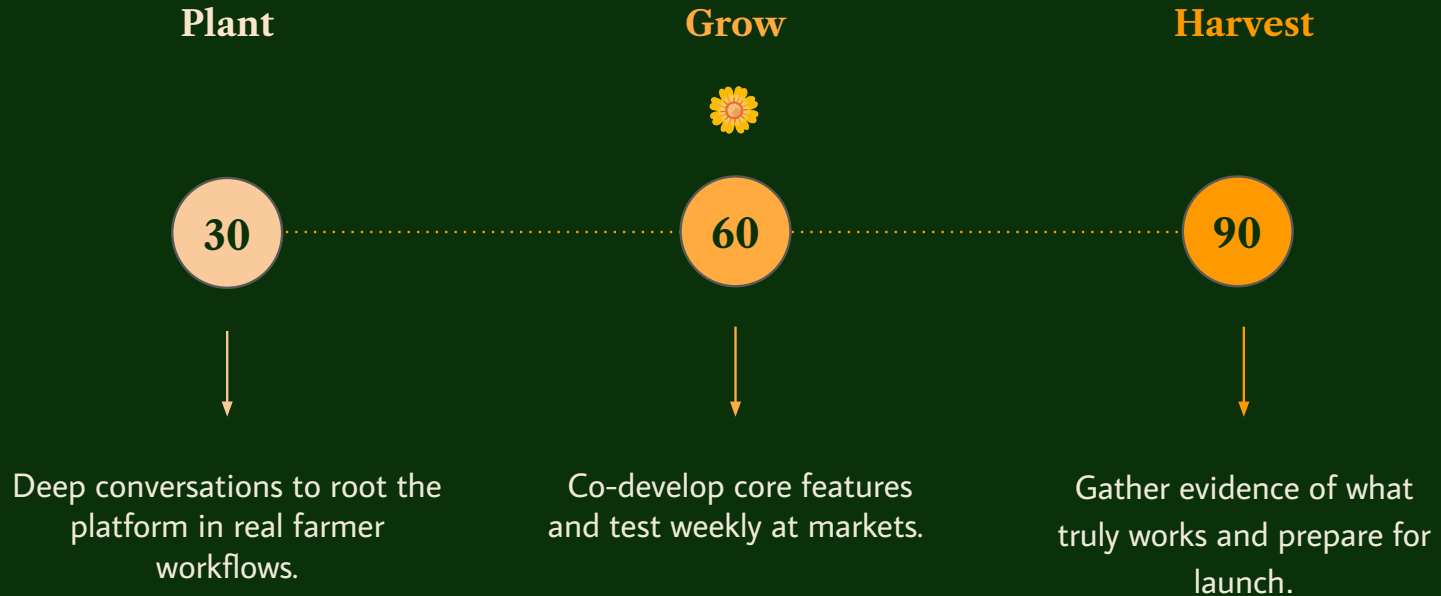
3.

**Ambassador
Program Launch**

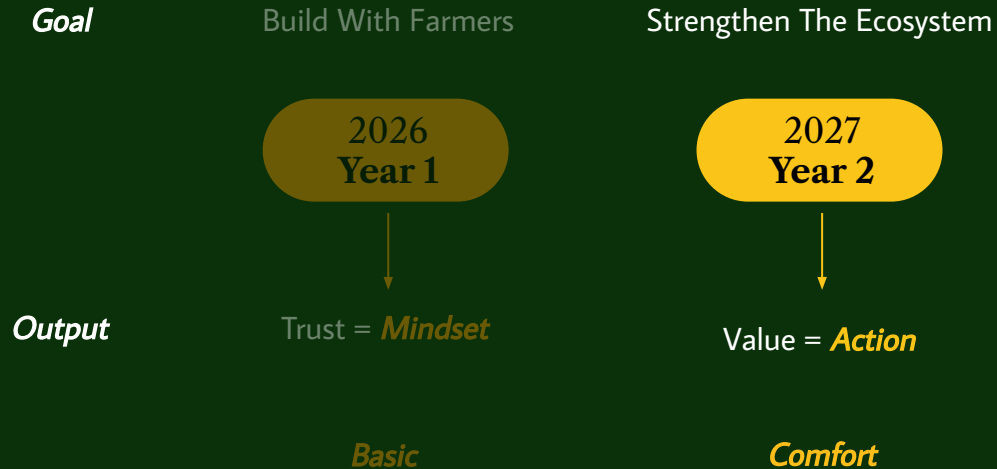
4.

**Establish
Buyers Partners**

The 30 / 60 / 90 Day Game Plan



The 3 year Go-To-Market Strategy



The 3 year Go-To-Market Strategy

Goal

Strengthen The Ecosystem

2027
Year 2



Output

Value = **Action**

Comfort



Workflow Convenience +
Payment Simplicity



Weekly Users + Buyers
(Smoother Ordering)



- Basic Community Feed
- EFT Payments in-app
- Order Management
- Seasonal visibility updates

Comfort
\$15/month

2027
Year 2

It's all about unlocking shared value

1.

Farmer Community
Expansion

2.

Buyer Partnerships
Activation

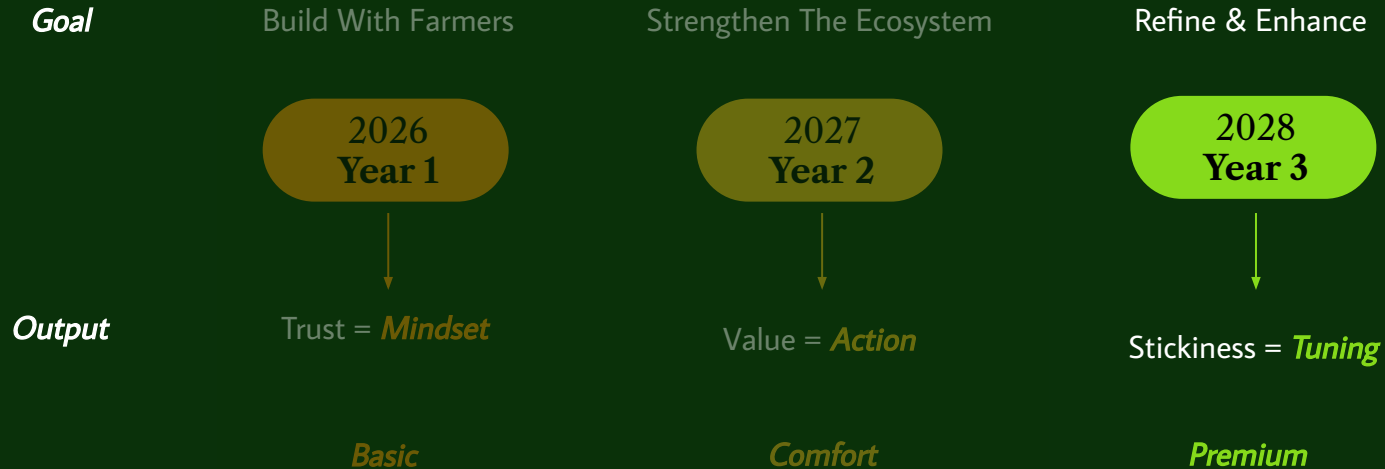
3.

Launch Visibility &
Forecasting Tools

4.

Storytelling &
Seasonal Content

The 3 year Go-To-Market Strategy



The 3 year Go-To-Market Strategy

Goal

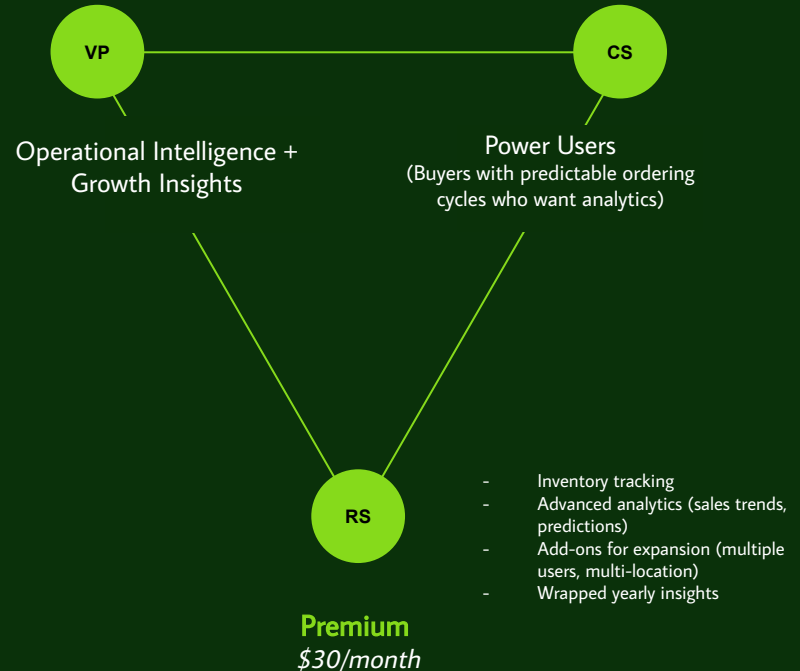
Refine & Enhance

2028
Year 3

Output

Stickiness = **Tuning**

Premium





2025

Top 10 Artists

- | | | | | | |
|---|---|---------------|----|--|----------------|
| 1 |  | Bad Bunny | 6 |  | Kendrick Lamar |
| 2 |  | Taylor Swift | 7 |  | Bruno Mars |
| 3 |  | The Weeknd | 8 |  | Ariana Grande |
| 4 |  | Drake | 9 |  | Arijit Singh |
| 5 |  | Billie Eilish | 10 |  | Fuerza Regida |



Your Harvest Story

-  12 farmers markets
-  38 new buyer relationships
-  240 coordinated weekly orders
-  18 seasonal stories shared
-  27% increase in repeat buyers
-  92% workflow reliability
-  1,460 lbs of produce sold
-  1 stronger community

2028
Year 3

It's all about crafting the experience people stay for

1.

UX Refinement &
Workflow Optimization

2.

Feature Enhancement
Based on Usage Patterns

3.

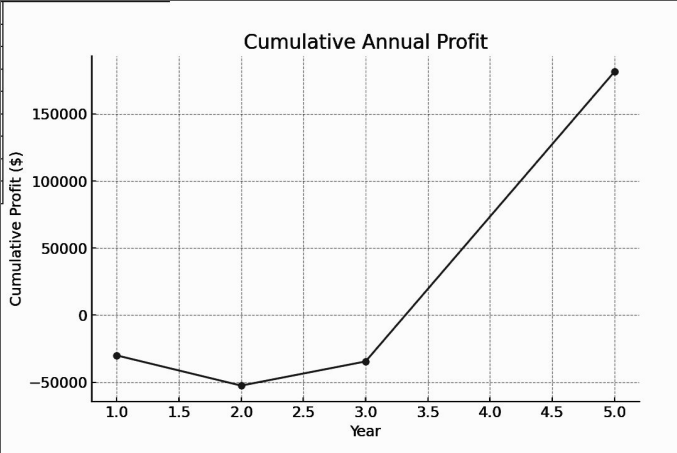
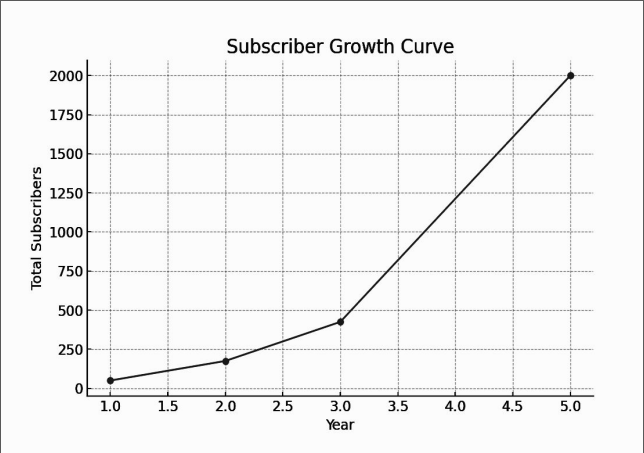
Performance &
Reliability Improvements

4.

Onboarding &
Engagement Framework

Financial Scalability

Year	Revenue	Expenses	Net Income	Cumulative Profit	Total Subscribers
1	\$ - .00	\$ 30,000.00	\$ (30,000.00)	\$ (30,000.00)	50
2	\$ 13,500.00	\$ 36,000.00	\$ (22,500.00)	\$ (52,500.00)	175
3	\$ 5,400.00	\$ 3,600.00	\$ 18,000.00	\$ (34,500.00)	425
5	\$ 360,000.00	\$ 144,000.00	\$ 216,000.00	\$ 181,500.00	2000



Thank You!

Join the Waitlist

Appendix

BMI • Business model canvas

Key partners

Who are your most important partners?
Which key resources do you acquire from partners?
Which key activities do your partners perform?

Data and analytics providers

Payment platform

EFT-Zelle
(no fee, instant)

Local IT Firms
software development

Accounting team
managing customer payments/refunds

Trade associations
regulations

Financial
insurance firm
banks

Key activities

What are the activities you perform every day to create & deliver your value proposition?

Data acquisition

Data analysis and management

Customer onboarding and online platform's tutorials

Keeping farm's produce inventory updated daily

Connecting businesses and schools with local farm produce supplies

Payment processing

Key resources

What are the resources you need to create & deliver your value proposition?

Data engineers
custom analytics

System designers

Developers
payments

Branding
initial step and investment
Brand assets (logo, color scheme)

Brand ambassadors
campaigns, in-person selling

+ online advertising on platform+ via platform

Value propositions

What is the value you deliver to your customer?
Which of your customer's problems are you helping to solve?
What is the customer need that your value proposition addresses?
What is your promise to your customers?
What are the products and services you create for your customer?



Customer relationships

What relationship does each customer segment expect you to establish and maintain?

Subscription
B2B

Online courses

platform training modules

Email

Customer service

Email

Mentorship
with farmers and chefs

Webinar

Membership
connect with community

Webinar

Channels

How does your value proposition reach your customer? Where can your customer buy or use your products or services?

Online ordering and communication platform

Online courses

App for phone / iPad

Online courses

Booths
in farmers markets and trade shows, conferences (face to face events)

Customer segments

For whom are you creating value?
What are the customer segments that either pay, receive or decide on your value proposition?

Small Farms

Webinar

Small charter schools and private schools

Online courses

Small independent restaurants and cafes

Online courses

Cost structure

What are the important costs you make to create & deliver your value proposition?

platform's infrastructure

IT support

Permits

Insurance

salaries
Payroll

third-party fees
variable

Marketing infrastructure

targeted LinkedIn campaigns

Revenue streams

How do customers reward you for the value you provide to them?
What are the different revenue models?

Freemium to paid subscription

Business model canvas.

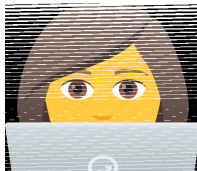
KEY PARTNERS



KEY ACTIVITIES



KEY RESOURCES



VALUE PROPOSITIONS



To



CUSTOMER RELATIONSHIPS



CHANNELS



CUSTOMER SEGMENTS



COST STRUCTURE



REVENUE STREAMS



Profit & Loss Statement - What are the finances?

Year 1		
Metric	# Customers	Amount (USD, annual)
Total Customers		50
Subscription Price (Free per month)	50	0
Total Subscription Revenue		0
Operating Expenses		
Platform Hosting & Tech Infrastructure		4800
Software Development & Maintenance		7200
Marketing & Outreach		6000
Customer Support & Training		4800
Admin & Operations		3600
Miscellaneous / Contingency		3600
Total Operating Expenses		30000
Net Income (annual)		-30000

Profit & Loss Statement - What are the finances?

Year 2		
Metric	# Customers	Amount (USD, annual)
Total Customers		175
Subscription Price (Free per month)	100	0
Subscription Price (\$15 per month)	75	13500
Total Subscription Revenue		13500
Operating Expenses		
Platform Hosting & Tech Infrastructure		4800
Software Development & Maintenance		7200
Marketing & Outreach		12000
Customer Support & Training		4800
Admin & Operations		3600
Miscellaneous / Contingency		3600
Total Operating Expenses		36000
Net Income (annual)		-22500

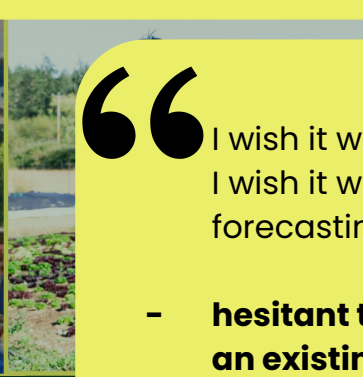
Profit & Loss Statement - What are the finances?

Year 3		
Metric	# Customers	Amount (USD, annual)
Total Customers		425
Subscription Price (Free per month)	200	0
Subscription Price (\$15 per month)	150	27000
Subscription Price (\$30 per month)	75	27000
Total Subscription Revenue		54000
Operating Expenses		
Platform Hosting & Tech Infrastructure		4800
Software Development & Maintenance		7200
Marketing & Outreach		12000
Customer Support & Training		4800
Admin & Operations		3600
Miscellaneous / Contingency		3600
Total Operating Expenses		36000
Net Income (annual)		18000

Profit & Loss Statement - What are the finances?

Year 5		
Metric	# Customers	Amount (USD, annual)
Total Customers		2000
Subscription Price (Free per month)	500	0
Subscription Price (\$15 per month)	1000	180000
Subscription Price (\$30 per month)	500	180000
Total Subscription Revenue		360000
Operating Expenses		
Enterprise Software		50000
Marketing & Outreach		30000
Customer Support & Training		20000
Admin & Operations		10000
Office Space		24000
Miscellaneous / Contingency		10000
Total Operating Expenses		144000
Net Income (annual)		216000

Insights



“

I wish it was easier.
I wish it would say... in two weeks you have this. Or
forecasting for next month.

- **hesitant to pay for another tool unless it replaces an existing cost**

?

“

Some customers come expecting products that aren't in season.



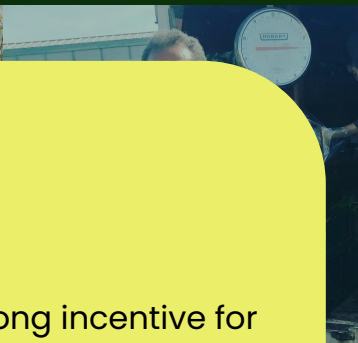
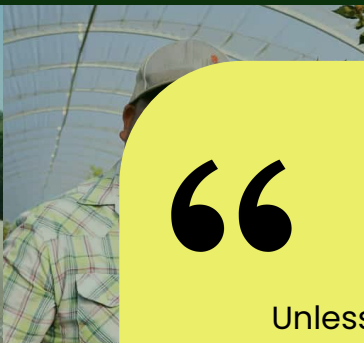
“

Some customers come expecting products that aren't in season.

- **A tool showing: What's in stock, Future harvest, Prices help reduce friction and save time each day.**

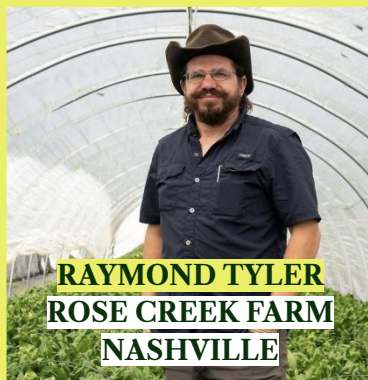
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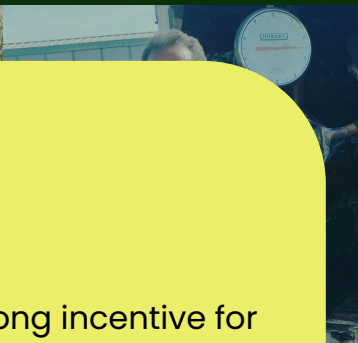
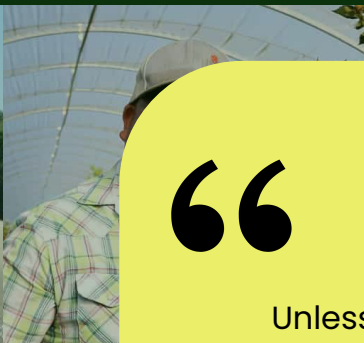
“

Unless there was a really strong incentive for me to switch over.
I'd rather pay extra to save time.



RAYMOND TYLER
ROSE CREEK FARM
NASHVILLE

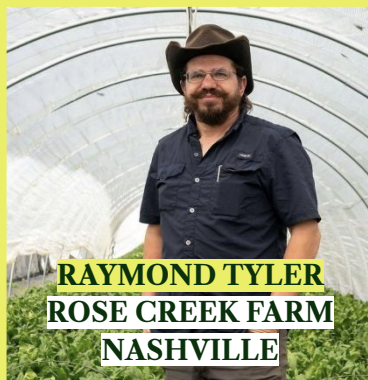




“

Unless there was a really strong incentive for me to switch over.
I'd rather pay extra to save time.

- **His biggest challenge is consistent buyers, not operations.**



RAYMOND TYLER
ROSE CREEK FARM
NASHVILLE





“

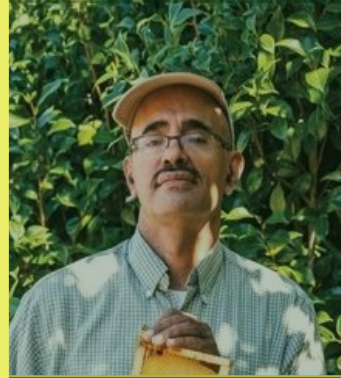
Is there a section for businesses that want to sell in larger quantities? That could make it easier to handle big orders.

The chat feature seems useful too, being able to text or call people directly would make communication smoother.

I like how it the app includes an **online community feature**.

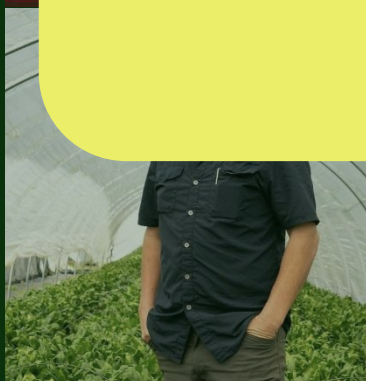
“

I find it a lot easier to sell **when I'm talking to them each week.**
 Chefs won't switch unless all their farmers are there.
 Most of our chefs found us through social media.
Anything that makes payment easier...but the fees are the main thing



“

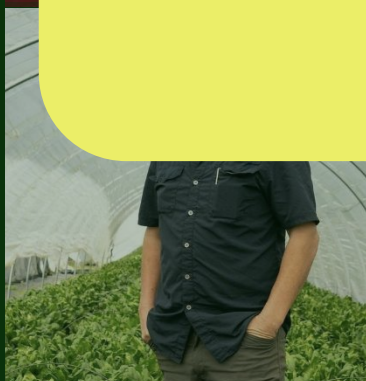
The owner usually manages things directly. Inventory tracking is useful; although using a basic software for it.



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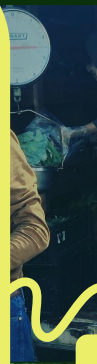
The owner usually manages things directly. Inventory tracking is useful; although using a basic software for it.

- **What if the system helps handle business with larger buyers?**



“

I'd like to experiment and see what works best and captures my interest.
My husband usually manages most of the emails and buyer communications.

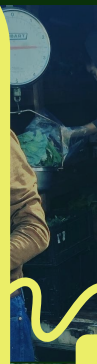


“

I'd like to experiment and see what works best and captures my interest.

My husband usually manages most of the emails and buyer communications.

- **In family-run business, there's often some hesitation to move away from traditional methods, unless the change offers something truly new or innovative.**



Go To Market Strategy

The 3 year Go-To-Market Strategy

2026
Year 1

Basic

2027
Year 2

Comfort

2028
Year 3

Premium

The 3 year Go-To-Market Strategy

Goal

Build With Farmers

2026
Year 1

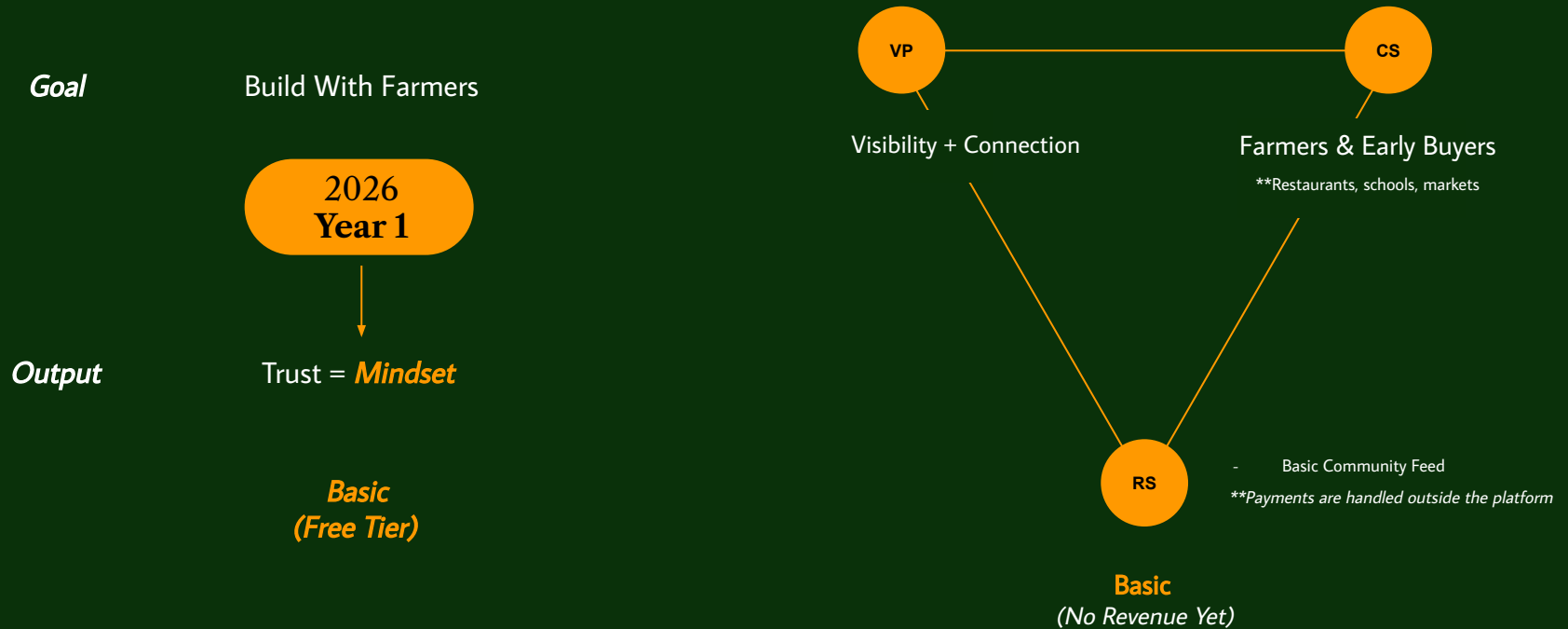


Output

Trust = *Mindset*

Basic
(Free Tier)

The 3 year Go-To-Market Strategy



2026
Year 1

It's all about adoption through people, not ads.

Building with farmers ensures the platform reflects real workflows and **removes friction from day one.**

1.

Co-creation of the core platform

Farmers markets give us weekly **touchpoints** with dozens of farms at once.

★ **Community Gathering**
(Farmers + Buyers)

2.

Farmers Market Presence

Farmers introducing the platform **to** other **farmers** — is the fastest way to **build credibility.**

3.

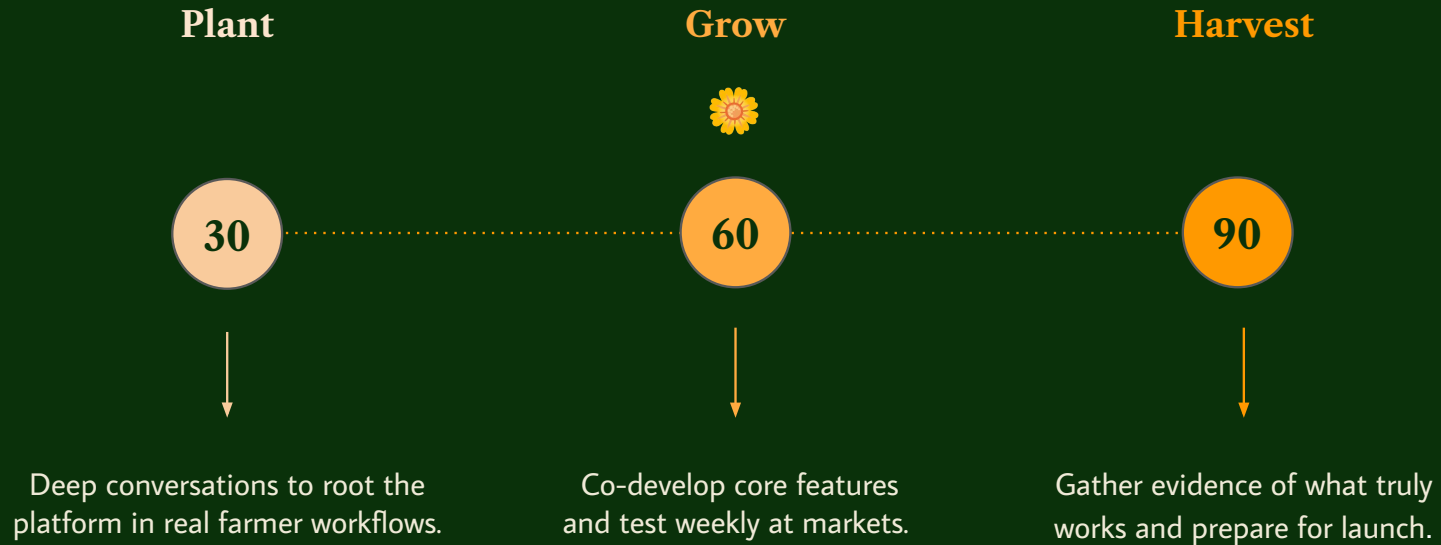
Ambassador Program Launch

★ **Early buyer partnerships** helps us **shape features that support** menu planning and recurring **demand.**

4.

Establish Buyers Partners

The 30 / 60 / 90 Day Game Plan



The **30** / 60 / 90 Day Game Plan

Plant



30



Orientation & Alignment

- Build the advisory circle (ambassadors = co-creators)
- Validate real workflows + frictions (maps + priorities)
- Confirm presence at farmers markets
- Conduct 10 discovery interviews
- Define MVP v1.0
- Align brand + messaging around connection
- Establish cadences for weekly testing + monthly alignment

The 30 / 60 / 90 Day Game Plan

Grow



60



Build & Test

- Build low-fi to mid-fi prototypes
- Test weekly at farmers markets
- Release 1–2 workflow iterations
- Start creating farmer stories content
- Document early buyer needs (menu cycles, quantities)

The 30 / 60 / 90 Day Game Plan

Harvest

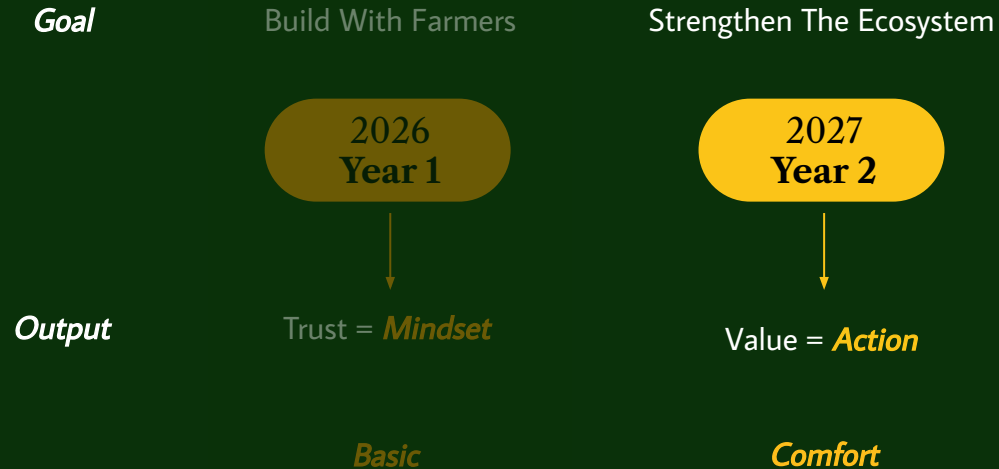
90



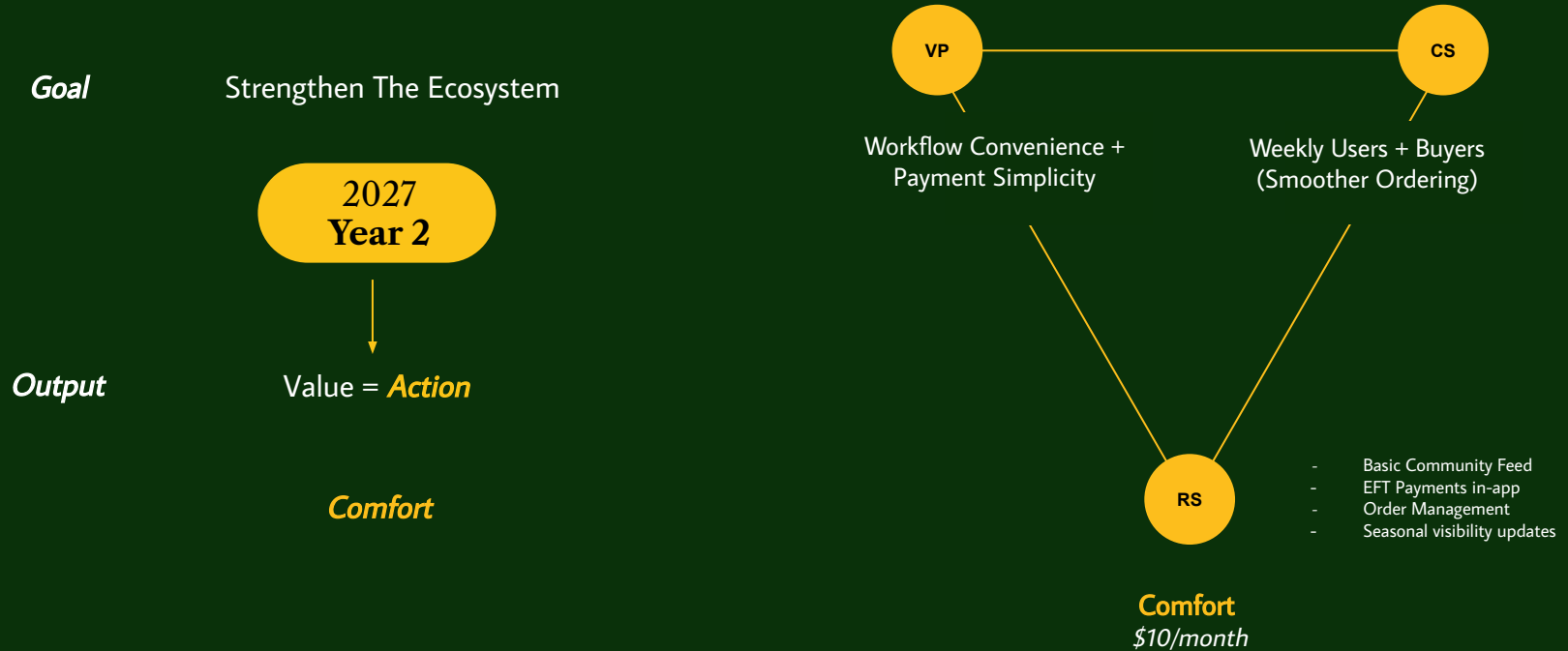
Validate & Prepare for Launch

- Finalize Year 1 GTM strategy
- Create Ambassador Program toolkit
- Build onboarding materials (videos, templates)
- Set first buyer pilots (restaurants/schools)
- Launch v1 of Seasonal Visibility Feature
- Define key KPIs for Year 1 → adoption, retention, weekly usage
- Present learnings + roadmap to stakeholders

The 3 year Go-To-Market Strategy



The 3 year Go-To-Market Strategy



2027
Year 2

It's all about unlocking shared value

Expanding the farmer community **increases supply diversity** and **strengthens marketplace** momentum.

1.

Farmer Community Expansion

Bringing in restaurants, schools, and cafés **builds the predictable demand** farmers asked for.

2.

Buyer Partnerships Activation

Visibility and forecasting tools help both sides plan better — **reducing uncertainty and waste.**

3.

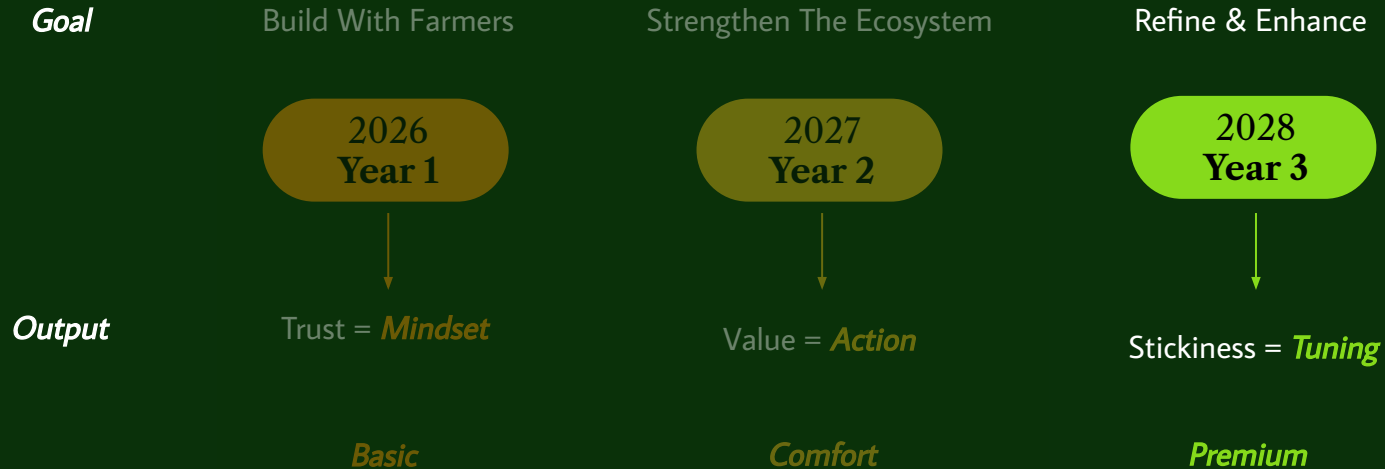
Launch Visibility & Forecasting Tools

Farmer stories and seasonal updates turn the platform into a place of **connection, not just transactions.**

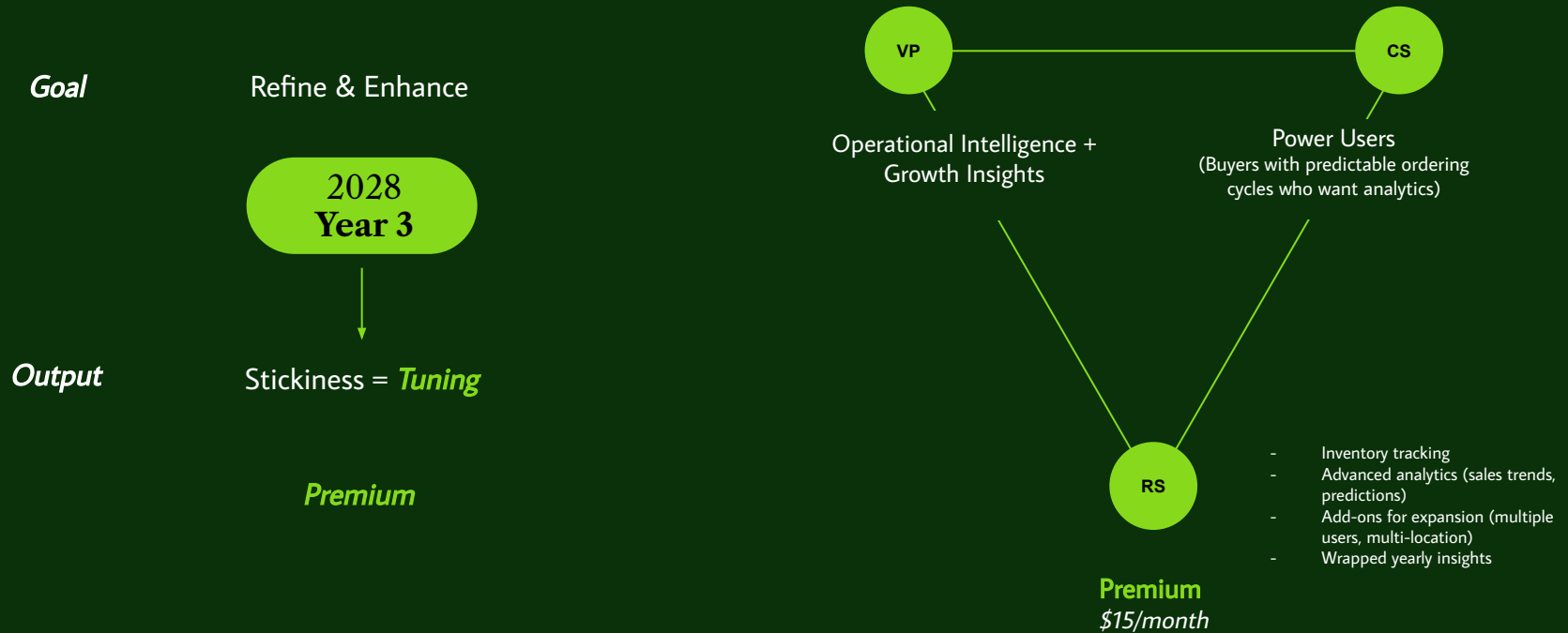
4.

Storytelling & Seasonal Content

The 3 year Go-To-Market Strategy



The 3 year Go-To-Market Strategy



2028
Year 3

It's all about crafting the experience people stay for

Using real adoption data to refine the platform ensures **workflows stay simple, intuitive, and farmer-led.**

1.

UX Refinement & Workflow Optimization

Doubling down on the **features farmers actually use** — and removing what they don't — **strengthens platform stickiness.**

2.

Feature Enhancement Based on Usage Patterns

A stable, reliable platform increases trust and makes weekly usage effortless for farmers and buyers.

3.

Performance & Reliability Improvements

Creating a clear onboarding and engagement playbook allows HarvestWell to **scale responsibly when the time is right.**

4.

Onboarding & Engagement Framework