

POTENTIAL BUSINESS MODELS FOR INTRODUCTION OF NEW LARVICIDE FOR STORED GRAIN PROTECTION

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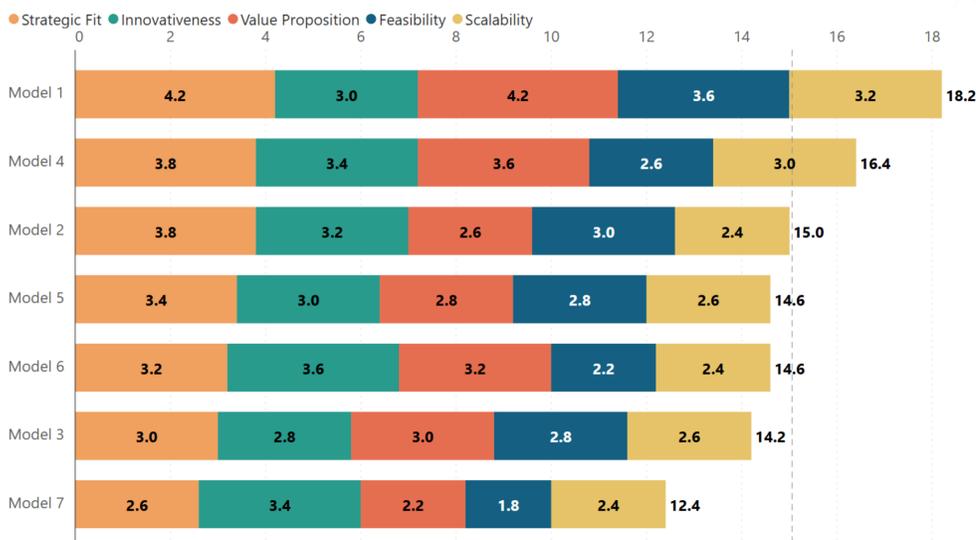
Background and Approach

Introduction of new product requires analysis of the potential pathways for the product to the market. NovIGrain consortium has wide range of experts related to grain storage. Using their expertise and knowledge of the network a set of business models was drafted ranging from conventional to more obscure ones.

These models were then shared among both internal experts of the project as well as with the external experts from the network not involved in the project. To evaluate the experts assessed each model across 5 criteria: Value proposition, Feasibility, Scalability, Innovativeness and Strategic Fit.



Results



novIGrain Expert Perspective

- Given the tight margins and high competition in the grain trading business, more conservative and established business models are generally preferred, with new approaches often seen as unnecessary complications.
- Direct sales to large customers or pest control operators remain the preferred routes, as they provide better control over how the product is perceived and help maximise its value.
- By contrast, selling through retail or online channels tends to drive price-based competition rather than building understanding of the IGR product's mode of action.
- Dual application can be a viable way to introduce a new IGR product to customers already using adulticides.

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