

Case study

Strategic Advisory

Grainster

Grainster LLC, a digital agricultural trading platform based in Little Rock, Arkansas, aimed to revolutionize the grain market by creating an innovative online marketplace connecting farmers and buyers.

From May 2017 to May 2018, I served as a Board Member, working closely with the Chairman, CEO, and key stakeholders to develop a comprehensive launch strategy and secure \$200M in funding to support business expansion.

The project's goal was to position Grainster as a disruptive force in agricultural trading by:

- **Creating a scalable go-to-market strategy**
- **Attracting investor funding**
- **Fostering industry adoption**

My role focused on strategic advisory, investment structuring, and operational readiness to ensure a successful market entry.



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Problem Identity

As a startup entering a competitive and traditional industry, Grainster faced several critical challenges.

Market entry strategy

The company needed a clear and competitive launch strategy to differentiate itself in the agribusiness sector.

Capital Requirements

Securing substantial investment (\$200M) was essential for technology development, marketing, and operational scaling.

Investor engagement

Attracting institutional and strategic investors required a strong financial model and compelling business case.

Industry adoption

The concept of a digital grain marketplace needed broad buy-in from farmers and buyers to drive adoption.

Solution

To address these challenges, I collaborated with the leadership team to develop and execute a structured strategy, including:

Go-to-market strategy

Designed a detailed launch roadmap, including competitive positioning, pricing models, and scalability plans.

Investor relations & fundraising

Structured investment proposals, developed pitch decks, and created financial models to secure funding.

Stakeholder engagement

Facilitated discussions with industry leaders, investors, and key partners to build credibility and drive platform adoption.

Operational readiness

Advised on technology development, partnerships, and internal processes to ensure a seamless market launch.

The Results

The strategic initiatives led to significant milestones for Grainster:

Successful market positioning

Developed a strong brand identity and go-to-market strategy, establishing Grainster as an innovative player in agricultural trade.

Secured investment commitments

Attracted strategic investors and positioned the company for progress toward its \$200M funding target.

Industry partnerships

Built relationships with key industry stakeholders, fostering early adoption and platform credibility.

Scalable growth model

Established a framework for long-term scalability, ensuring sustainable operational and financial growth.

The Approach

My approach was centered around strategic collaboration and execution:

Strategic Planning

Conducted a full business model review and developed a clear go-to-market roadmap to drive competitive differentiation and scalable growth.

Investor Relations

Created investment proposals, pitch decks, and financial models to attract and secure funding from institutional and strategic investors.

Execution-focused Leadership

Built key relationships with agricultural leaders to foster credibility, early adoption, and long-term industry alignment.