

AgTech Enterprise Expands into Consumer Market

Challenge

An established AgTech company with a history of enterprise partnerships sought to diversify its business by launching a direct-to-consumer (DTC) product. While the team had deep domain expertise and operational discipline, they lacked experience with digital consumer strategy, eCommerce activation, and iterative product development.

Approach

- Facilitated cross-functional discovery to identify consumer segments, validate demand signals, and define product-market fit for a new DTC offering.
- Coached internal stakeholders through persona development, rapid MVP design, and value proposition testing using qualitative feedback and early behavioral data.
- Structured the go-to-market plan around seasonal buying behavior, fulfillment readiness, and scalable experimentation to inform messaging, pricing, and digital conversion.
- Introduced lean product practices to replace traditional B2B release cycles with lightweight pilots and learning loops.

Key Artifacts

- Consumer persona profiles and buying behavior journey map
- MVP scoping doc and test-and-learn backlog
- Go-to-market pilot plan with seasonal milestone alignment
- eCommerce feedback loop system and retention playbook

Strategic Outcomes

- Successful launch of the company's first consumer-facing product line with strong early adoption and actionable feedback for future iterations
- Established a repeatable playbook for agile product testing, marketing alignment, and customer retention strategies in a B2C context
- Built confidence across teams to explore new revenue models beyond legacy enterprise contracts
- Cultural shift from expert-led decisions to consumer-led learning