



# Stanford eCorner

## Understanding Your Customer

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May 10, 2006

Video URL: <http://ecorner.stanford.edu/videos/1483/Understanding-Your-Customer>

Marrone reveals that the trick to making the adoption curve steeper and faster is to focus the product on an unmet need where there is little competition.



### Transcript

When I started out requesting predicted the adoption, I had predicted a much steeper adoption for the, than here. So the farmers will, they'll never try a, it'll never be full adoption the first year. And this is true of any technology that in the first year, you've got your early innovators, early adopters will try it on about 20 acres then you've got growers the next year. That same grower will it out on a few more acres, 300. And what we had figured was the third year would be full adoption. This is the real curve of serenade adoption in fresh market tomatoes in Florida, which is our largest market actually right now. It's about 40%-45% of all sales. And so it took a much longer, there was this sort of flat 25% growth here and then a big ramp up in year five. And so when I'm starting my new business, I said, well what can I do to make this curve a lot steeper and get a much faster adoption curve and revenue ramp much faster. And I decided that I would focus on market needs.

AgraQuest products are very good but they're at the highly competitive environment where it's a substitution, you have to again wrench the, you have to wrench that product. That chemical out from the farmer and substitute yours. I was looking for markets in the new company completely unmet needs where there's very little competition.