

Service ID

S00131

**Location**

Netherlands, Remote

Business Model and Market Development Support for Robotic and AI Sol

Provider service

Wageningen Research - WR

Link to content<https://agrifoodtef.eu/services/business-model-and-market-development-support-robotic-and-ai-solutions-livestock-farming>**Type of Sector**

Livestock farming

Accepted type of products

Design / Documentation

Type of service

Business modelling, Desk assessment, ELSA assessment, Market research

Description

WUR and Agro-Innovation Centre De Marke have extensive knowledge of the dairy market developments in the Netherlands and Western Europe. They are able to advise customers of these market trends, can do specific market research, and can support doing a proper business model analysis for the specific knowledge. We have dedicated business developers and a large group of specialists on the team. Additionally, the large farmers network of Agro-Innovation Centre De Marke can be used to organise feedback sessions with end-users and their dealers.

How can the service help you

Developers of AI and robotic systems for the livestock sector have the need for a proper understanding of a potential market (need assessment) in an early stage. Development will benefit if there is a preliminary business model and potential market approach and involvement. WUR can support in these early stages. Later in the process of development, these initial business models and market approaches can be adapted according to new insight gathered in the development and testing process.

How the service will be delivered

The process will be interactive, and intermediate results will be shared. The service will be delivered in the form of a report or concrete advice.

Service customisation

Together with the client, the scope of the potential product or service that the client wants to develop will be discussed. According to this information, the initial need for the business and market will be agreed upon. If it concerns a refinement of an earlier version of the business model and market approach insights, the early model will be the basis for the refinement.