

## Red Flags

### 1. Data Entry Burden

Question: Do farms actually track stock levels and weekly consumption today?

If NO: You're asking them to start a new habit. That's a massive adoption barrier. They won't do it.

If YES (in spreadsheets): Now we're talking. You're digitizing existing behavior. Much easier sell.

My bet: Most eyeball it. "We've got about 3 pallets left, better call MyPak."

### 2. Consumption Variability

Weekly consumption of 3,350 is neat in a demo. Reality:

- Week 1: 2,800 (customer canceled)
- Week 2: 5,200 (new contract)
- Week 3: 3,100 (holiday slow down)
- Week 4: 4,500 (catch up)

Your recommendations will be wrong within 2 weeks.

Unless consumption is very stable, this falls apart fast.

### 3. Relationship vs Algorithm

Current state: "Hey John at MyPak, we're running low, can you get us a container by end of month?"

Your state: "The portal says order by Feb 18."

Question: Will they trust the algo or call John anyway?

In B2B, especially with commodities, relationships > efficiency. They probably like calling their rep.

### 4. Is the Pain Real?

Stockouts: How often do they actually run out? Once a year? Never?

If stockouts are rare, you're solving a non-problem.

Over-ordering: Do they actually care? Buffer stock might be worth the peace of mind.

### 5. Switching Cost

Current: Call/email when needed. Zero learning curve.

Your product: Learn portal, enter data, trust recommendations.

Why would they switch? Unless current process is actively painful, inertia wins.

#### What Would Make This Valuable

- ✓ Distributors already use spreadsheets to track this (you're just making their life easier)
- ✓ Stockouts happen often and cause real lost sales (painful problem)
- ✓ MyPak lead times are long/unpredictable (6+ weeks, making planning critical)
- ✓ They order frequently (monthly+, so portal worth learning)
- ✓ Consumption is predictable (stable business, recommendations are accurate)

#### What Would Kill This

- ✗ They don't track inventory (too manual to start now)
- ✗ They prefer calling their rep (relationship > portal)
- ✗ Stockouts are rare (not painful enough)
- ✗ Consumption varies wildly (recommendations always wrong)
- ✗ They order 2-3x/year (portal overhead not worth it)