

## Johnnie Tepes



I am a fourth-generation farmer. My family has been in the seedstock/cow-calf production business for over 60 years.

**Age:** 40 to 60

**Education:** Animal Sciences or Agriculture Marketing

**Language:** English, Spanish, French, or Russian

**Business Size:**  
200 to 3,500 bulls in a year (Seedstock)  
3,000 to 40,000 cows in a year (Cow-Calf)

**Business Goal:** To produce more efficient, high-performing, low-RFI seedstock.

### Activities

My activities with respect to GrowSafe Systems include:

- Filling pre-trial checklist and setting up a trial.
- Sharing trial relevant data with TSR such as animal EIDs, sex, breed, origin, weights, and pedigree.
- Checking trial specific action items and notes.
- Checking if data is valid and the trial is on track.
- Checking flagged (sick) animals. Mark animals for health.
- Checking if the feed is being provided on time.
- Communicating with TSRs via calls and emails.
- Viewing and analyzing trial reports.

### Pain Areas

1. It's hard to find time to look at the action items and notes and submit data. (P1)
2. I don't know what's the recommended age, age range, and weight for a trial. (P1)
3. Jumping between calls, emails and notes takes a lot of time and effort. (P1)
4. Manually submitting data via spreadsheet takes a lot of time. (P1)
5. I don't get instantly notified when there is any abnormality in an animal's feed intake, behavior, or when a day is marked as invalid. (P2)
6. I don't get to see real-time weight of feed going in a node. (P2)
7. I find it difficult to find previous reports. (P2)
8. I don't get to see pen and node specific data. (P3)
9. I find it difficult to understand different graphs. (P3)
10. I don't understand why a day is marked as invalid. (P3)
11. I don't know what other services and packages are being offered by GrowSafe. (P3)

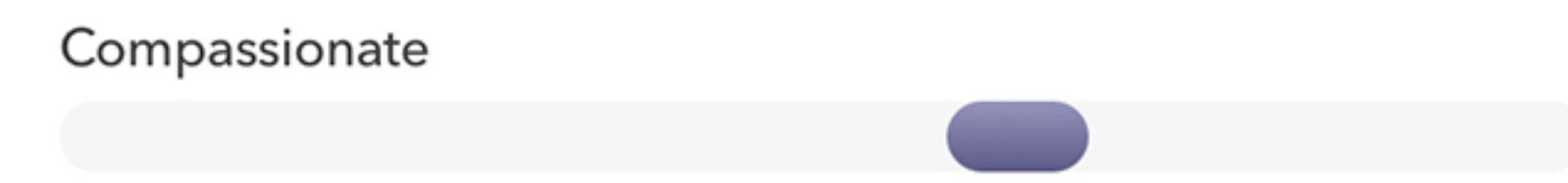
## SEEDSTOCK & COW-CALF OPERATION

### Technical Proficiency

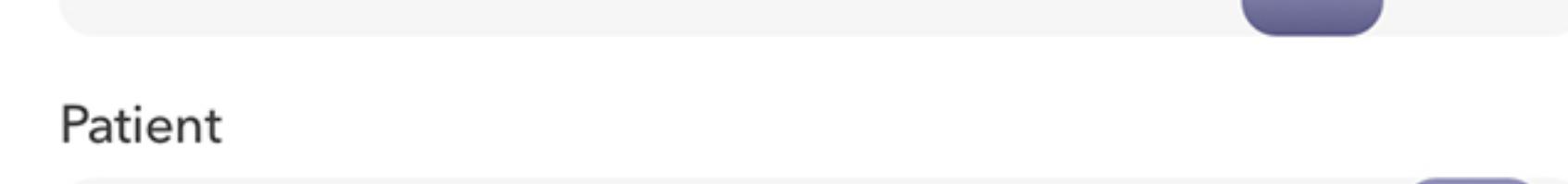
Internet Browsing



Social Networks



eCommerce



Web & Mobile Apps



### Personality

Compassionate



Responsible



Patient



Decision Maker



### Package

Remote Support

Offered Default

Marketing

Highly Interested

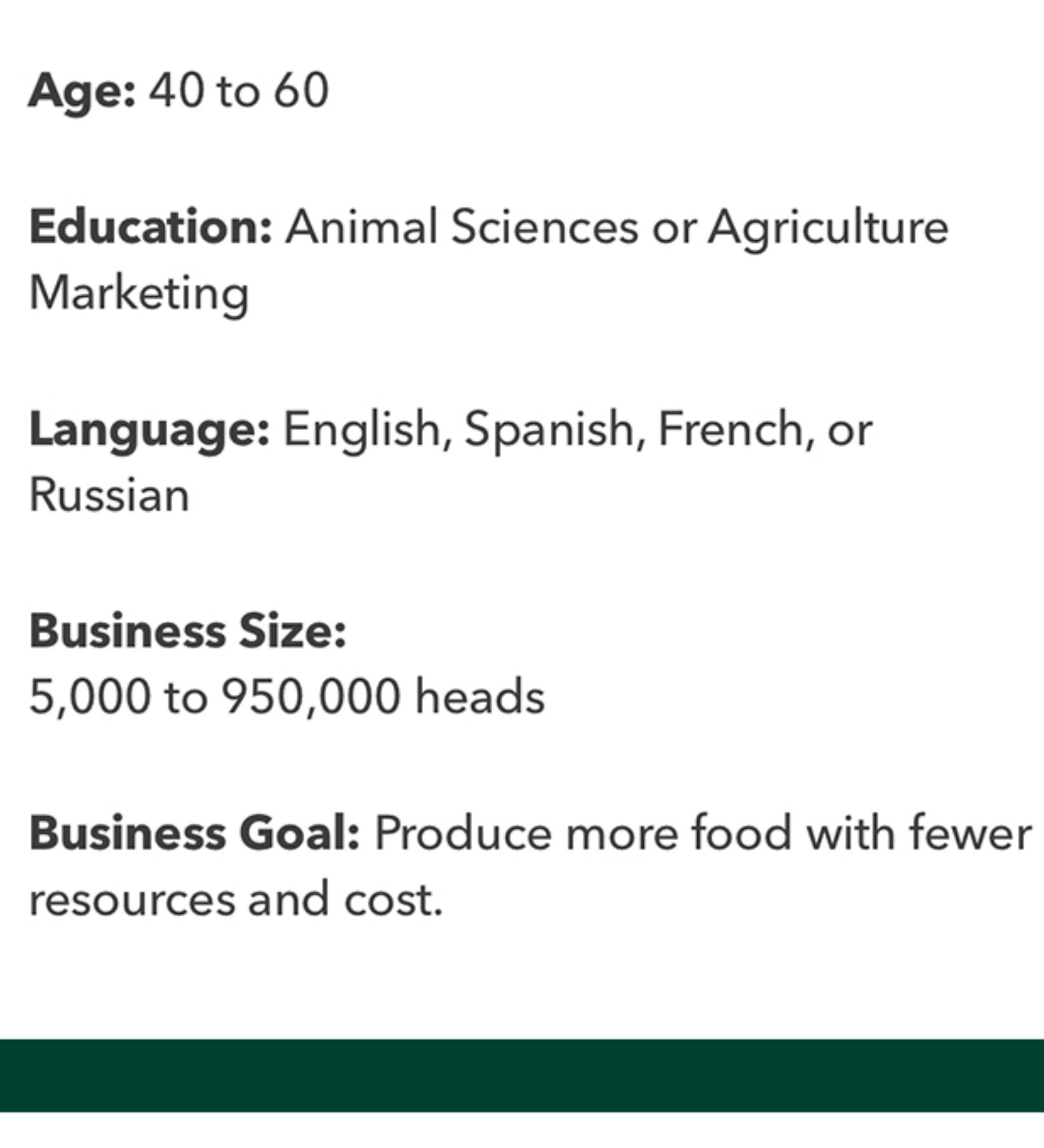
Efficiency

Not interested

### Interest Level

GrowSafe Systems

## Nickolas Coleman



I am a fifth-generation farmer. My family has been in the cattle feeding business for over 75 years.

**Age:** 40 to 60

**Education:** Animal Sciences or Agriculture Marketing

**Language:** English, Spanish, French, or Russian

**Business Size:**  
5,000 to 950,000 heads

**Business Goal:** Produce more food with fewer resources and cost.

### Activities

My activities with respect to GrowSafe Systems include:

- Filling pre-trial checklist and setting up a trial.
- Sharing trial relevant data with TSR such as animal EIDs, sex, breed, weights, etc.
- Checking trial specific action items and notes.
- Checking flagged (sick) animals. Mark animals for health and marketing.
- Checking if data is valid and the trial is on track.
- Checking water intakes and gain.
- Communicating with TSRs via calls and emails.
- Viewing and analyzing trial and feedlot report.
- Estimate individual animals' harvest date.

### Pain Areas

1. It's hard to find time to look at the action items and notes and submit data. (P1)
2. I don't get instantly notified when there is any abnormality in an animal's water intake, weight gain, behavior, or when a day is marked as invalid. (P1)
3. Jumping between calls, emails and notes takes a lot of time and effort. (P1)
4. Manually submitting data via spreadsheet takes a lot of time. (P1)
5. Marking individual animals for health and marketing is a laborious task. (P1)
6. I don't get to see pen and position specific data. (P2)
7. I find it difficult to find previous reports. (P2)
8. I don't understand why a day is marked as invalid. High number of invalid days result in additional cost. (P3)
9. I don't know what other services and packages are being offered by GrowSafe. (P3)
10. I don't know what's the recommended age, age range, and weight for a trial. (P3)

## FEEDLOT OPERATION

### Technical Proficiency

Internet Browsing



Social Networks



eCommerce



Web & Mobile Apps



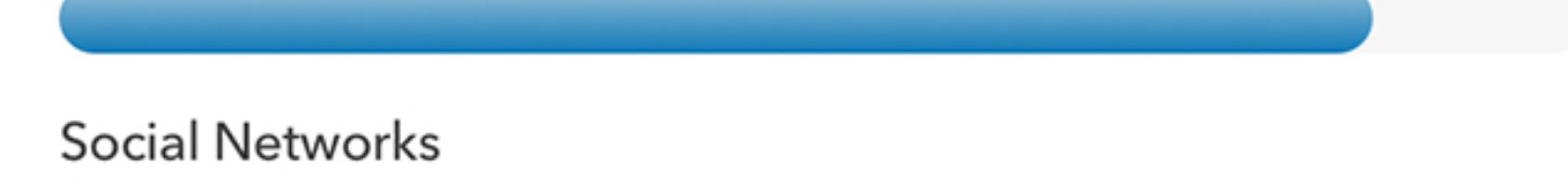
### Personality

Indifferent



Compassionate

Untrustworthy



Responsible

Impatient



Patient

Hesitant



Decision Maker

### Package

Remote Support

Offered Default

Marketing

Highly Interested

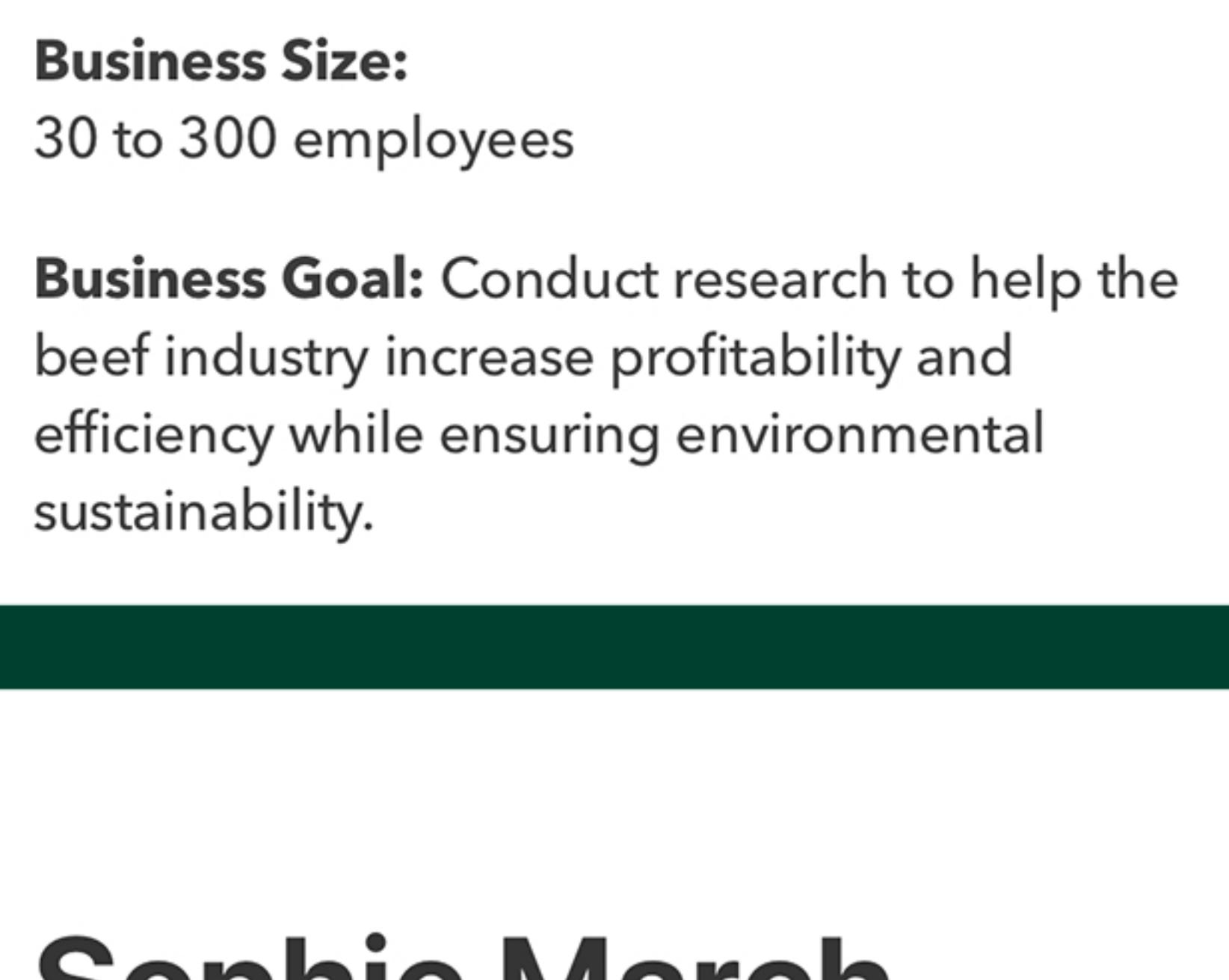
Efficiency

Not interested

### Interest Level

GrowSafe Systems

## Alex Reulier



I work with GrowSafe both as a customer and as a testing location for GrowSafe's own experiments.

**Age:** 30 to 55

**Education:** Agricultural Economics or Animal Sciences

**Language:** English, Spanish, French, or Russian

**Business Size:**  
30 to 300 employees

**Business Goal:** Conduct research to help the beef industry increase profitability and efficiency while ensuring environmental sustainability.

### Activities

My activities with respect to GrowSafe Systems include:

- Filling pre-trial checklist and setting up a trial
- I look at in-depth feed intake records. GrowSafe provides me raw data in a spreadsheet.
- At times, I access the database to pull the required data.
- I monitor individual animal weights.
- Using the data shared in spreadsheet, I conduct behavioral diagnostics of individual animals.
- I check Action Items and Trial Notes regularly to ensure the system is functioning and to see the days that have been disapproved.

### Pain Areas

1. I don't get to see pen, node, and position specific data. (P1)
2. I don't get instantly notified when there is an Action Item related to the system. (P1)
3. Jumping between calls, emails and notes takes a lot of time and effort. (P1)
4. It's difficult to manage multiple data sources such as emails, data extraction tool, and database. (P1)
5. I don't understand why a day is marked as invalid. (P2)
6. It takes a lot of time looking at raw data to spot trends. (P3)
7. I find it difficult to find previous reports. (P3)

### Technical Proficiency

Internet Browsing



Social Networks



eCommerce



Web & Mobile Apps



### Personality

Un-Organized



Analytical

Non-Intellectual



Critical Thinker

Impatient



Rational

Hesitant



Curious

### Package

Remote Support

Offered by Default

Marketing

Not Interested

Efficiency

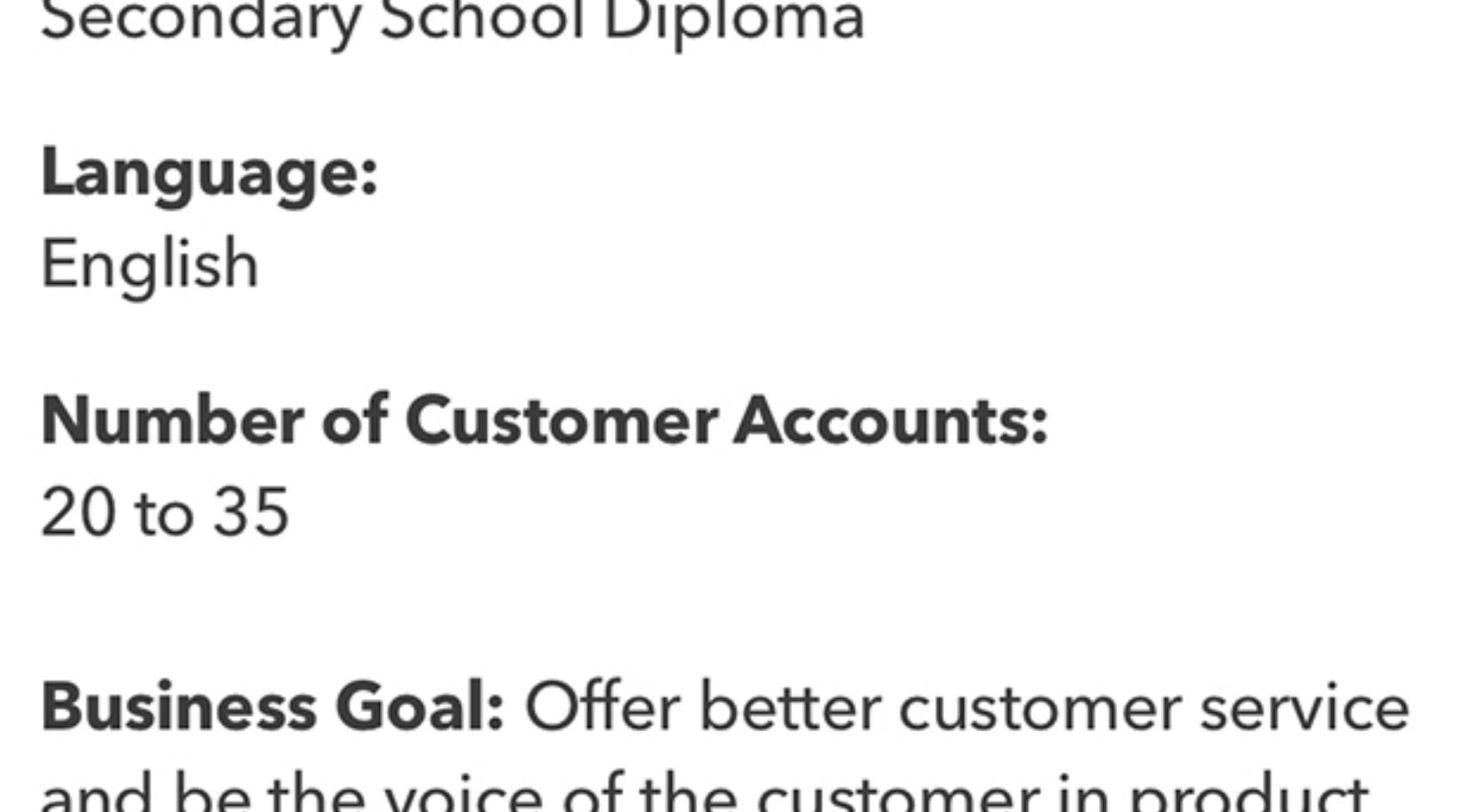
Not interested

Researchers access raw data for their own analysis.

GrowSafe Systems

## RESEARCH & ACADEMIA

## Sophie March



I have been associated with GrowSafe Systems for 6 months or more. I have basic cattle knowledge and exposure to the cattle production industry.

**Age:** 22 to 40

**Education:** Secondary School Diploma

**Language:** English

**Number of Customer Accounts:** 20 to 35

**Business Goal:** Offer better customer service and be the voice of the customer in product development process.

### Activities

My activities with respect to GrowSafe Systems include:

- Communicate with customers via call, email, and trial notes to offer remote support.
- Resolve client's concerns by working with the product team.
- Check feed and water intake and then approve or disapprove data for the day accordingly.
- Login to customers' system for troubleshooting.
- Check pre-trial checklist filled by customers.
- Remind customers to conduct chute weights and submit trial relevant data such as the animal EIDs, sex, breed, origin, weights, and pedigree.
- Insert action items and notes specific to a trial.
- Share trial and feedlot reports with customers.

### Pain Areas

1. Customers do not respond on time. Sometimes a response can take 3 days. (P1)
2. Customers may take up to 30 days to submit trial specific data. (P1)
3. Customer responses are received via different mediums including phone calls, emails and trial notes which is why it's difficult to keep track of them. (P1)
4. It's difficult to track and identify missed days to approve disapprove data for a day. (P1)
5. I have to login to a customer's account to enter trial notes. (P1)
6. Customer onboarding is a manual process. (P2)
7. It's difficult to manage statuses of approved/disapproved data. (P2)
8. I don't get instantly notified when there is any abnormality in an animal's feed intake, behavior, or when a day is marked as invalid. (P2)
9. I don't get instantly notified when a pre-trial checklist is filled. (P2)
10. Updates in user manuals and action items is a manual process. (P3)

## TECHNICAL SERVICE REPRESENTATIVE

### Technical Proficiency

Internet Browsing