**🎯 Who to Target on the Landing Page?**

Your pitchdeck covered *everyone* (farmers, exporters, traders, regulators, consumers) — but a landing page needs **focus**.

Ask: *Who pays? Who decides? Who installs the app first?*

* **Farmers**: essential, but often harder to reach directly at scale; adoption depends on NGOs, co-ops, or buyers.
* **Exporters/Traders (B2B buyers)**: they feel the *regulatory pressure* and have budget authority.
* **Regulators**: important for credibility, but not your early adopters.
* **Consumers**: don’t need to be the first target (they will scan QR once exporters adopt).

👉 **Best Focus for Landing Page MVP:**

* **Primary CTA** → *Exporters/Traders & Co-ops* (they drive adoption, pay subscriptions).
* **Secondary CTA** → *Pilot Partners/NGOs* (they onboard farmers).
* **Tertiary angle** → show *consumers* and *regulators* for future-proofing, but don’t sell directly to them yet.

**📈 Growth & Valuation Thinking**

To get to **1M installs** (farmers + buyers + consumers combined), think in layers:

1. **Anchor customers**: 2–3 exporters or large agri buyers as *paying SaaS clients*.
2. **Distribution partners**: NGOs, co-ops, or gov-backed programs onboard 10k–50k farmers at once.
3. **Network effect**: every exported product with a FarmRoket QR = *free consumer marketing*.
4. **Virality loop**: consumers scan QR → “powered by FarmRoket” → app download.
5. **Expansion**: replicate model in multiple regions (Bangladesh → South Asia → Africa).

Valuation grows when:

* You show **traction in farmer onboarding** (supply-side scale).
* You show **regulatory compliance advantage** (stickiness for exporters).
* You show **consumer trust adoption** (demand-side pull).

**🔄 Restructuring MVP for Growth**

Right now your MVP is **traceability + blockchain anchoring + QR**. That’s great — but to grow faster:

1. **Make Farmer App Super Simple**
   * Mobile-first, offline-first.
   * Local language, photo upload, voice input.
2. **Make Exporter Dashboard Powerful**
   * Batch traceability.
   * Compliance reporting.
   * Automated blockchain anchoring (no extra work).
3. **Make QR Consumer Scan Fun & Trustworthy**
   * Scan → “This mango is from Farm A, verified on blockchain.”
   * Maybe later add *nutrition info, carbon footprint, story of the farmer*.

👉 This 3-way design = adoption flywheel.

**🌍 FarmRoket Landing Page — Exporter-Focused, App-First Narrative**

**1. Hero (Exporter’s Pain → FarmRoket Solution)**

* Headline: *“Compliance-ready food exports. Traceable from farm to fork.”*
* Subhead: *FarmRoket helps exporters and traders meet global regulatory standards with blockchain-powered traceability.*
* Visual: Dashboard mockup (compliance report view) + mobile farmer app.
* Primary CTA: [Request a Demo]
* Secondary CTA: [Join Waitlist]

**2. Exporter/Trader Dashboard Preview (Screenshots Carousel)**

* Show SaaS product screens:
  1. Batch registry
  2. Blockchain proof anchoring
  3. QR verification scan
  4. Export compliance PDF report
* Each screenshot with a short caption: *“Prove authenticity in seconds.”*

**3. Key Features for Exporters**

(Use 3–4 DaisyUI cards with icons)

* **Traceability Dashboard** → Manage every batch with confidence.
* **QR Code Verification** → Give buyers instant proof of authenticity.
* **Compliance Reporting** → Generate EU/US regulation-ready reports.
* **Multi-tenant Access** → Manage co-ops, suppliers, and buyers in one platform.

**4. Benefits Grid (Primary Focus: Exporters)**

* **Exporters/Traders (Main Buyer):** Stay compliant, build trust, reduce fraud.
* **Farmers (Supporting):** Easy record-keeping, onboarding via mobile.
* **Regulators (Supporting):** Instant blockchain verification.
* **Consumers (Supporting):** Scan QR, see product authenticity.

**5. How It Works (3 Steps Visual)**

1. Farmer enters product data in FarmRoket App.
2. FarmRoket anchors proof on blockchain automatically.
3. Exporters share QR — buyers, regulators, consumers verify instantly.

**6. Why Exporters Need This Now**

* EU/US traceability rules tightening → risk of rejection without compliance.
* FarmRoket = faster, cheaper, SaaS-based compliance.
* Early adoption gives competitive advantage in export markets.

**7. Pilot Partner CTA**

* Banner: *“Be among the first exporters to deliver blockchain-traceable food.”*
* CTA: [Request Pilot Access]

**8. Founders**

* Short bios + avatars (no long text).
* Build credibility but keep it secondary.

**9. Final CTA + Waitlist Form**

* Title: *“Get Pilot Access”*
* Form: Name, Email, Organization
* Button: [Join Waitlist]

**10. Footer**

* Contact info (phone, email)
* Social links
* Copyright

⚡ **Why this structure works**:

* Exporters are positioned as **the paying customers**.
* Farmers, regulators, and consumers are shown as **value-chain partners**, but not the core audience.
* App visuals/screenshots are emphasized → makes it real, not just an idea.
* Multiple CTAs push toward demo/waitlist = **lead generation** for growth.

**Fourth Prompt (Exporter-Focused MVP SaaS Landing)**

Rebuild the **FarmRoket landing page** with a primary narrative aimed at **Exporters and Traders** as the paying customers, while still showing Farmers, Regulators, and Consumers as supporting roles. Use DaisyUI components to organize the content and add image/mockup placeholders where visuals should go.

**Sections:**

1. **Hero**
   * Headline: “Compliance-ready food exports. Traceable from farm to fork.”
   * Subhead: “FarmRoket helps exporters and traders meet global regulatory standards with blockchain-powered traceability.”
   * Buttons: [Request a Demo] (primary), [Join Waitlist] (secondary)
   * Visual: mockup-window for exporter dashboard + mockup-phone for farmer mobile app (placeholders).
2. **Exporter Dashboard Preview**
   * DaisyUI carousel with 3–4 UI screenshot placeholders:
     + Batch registry screen
     + Blockchain proof anchoring view
     + QR code verification scan page
     + Export compliance PDF report
   * Each image should have a caption underneath.
3. **Key Features for Exporters (cards)**
   * Traceability Dashboard
   * QR Code Verification
   * Compliance Reporting
   * Multi-tenant SaaS Access
   * Use DaisyUI card components in a 2x2 grid with icons.
4. **Benefits Grid (primary: exporters)**
   * Exporters/Traders: Stay compliant, build trust, reduce fraud
   * Farmers: Easy record-keeping via app
   * Regulators: Instant blockchain verification
   * Consumers: Scan QR for authenticity
   * Use DaisyUI stats or grid with icons + one-liners.
5. **How It Works (steps)**
   * DaisyUI steps with 3 steps + small image placeholders:
     + Farmer inputs product data
     + Blockchain anchors proof
     + Exporters share QR for instant verification
6. **Why Exporters Need This Now**
   * Short text block with two points:
     + EU/US traceability regulations are tightening.
     + Early adoption = competitive export advantage.
7. **Pilot Partner CTA (banner)**
   * Full-width banner with mockup-window placeholder of dashboard.
   * Overlay text: “Be among the first exporters to deliver blockchain-traceable food.”
   * CTA Button: [Request Pilot Access].
8. **Founders**
   * Two-column card layout with avatar placeholders.
   * Short bio lines for each founder.
9. **Final CTA + Waitlist Form**
   * Title: “Get Pilot Access”
   * DaisyUI form-control inputs: Name, Email, Organization
   * Button: [Join Waitlist]
   * Show success toast after submission.
10. **Footer**

* DaisyUI footer component with: contact info, socials, copyright.

Ensure the page feels **product-first** with mockups/screens in every major section. Keep exporters/traders as the **main audience** while showing others as supporting roles.

👉 With this prompt, Trae AI will generate a **visual, exporter-focused MVP landing page** that highlights **screens + SaaS features** rather than just text.