

AgriBackup Business Roadmap (2025–2027)

This roadmap focuses on **turning AgriBackup into a sustainable, revenue-generating product** as we move from Hedera testnet to **Hedera mainnet** and real exporters/importers.

It is structured in **phases**. Each phase lists:

- **Goal** – What we want to achieve
- **Key Activities** – What we actually do
- **Business Impact** – How this helps us make money or reduce risk

Phase 1 – Mainnet & Production Readiness (0–3 months)

Goal

Go from “finished prototype” to a **reliable, secure, mainnet-ready product** that can be sold to paying exporters and importers.

Key Activities

- **Hedera mainnet migration**
 - Create separate configurations for testnet and mainnet.
 - Set up production topics/tokens/accounts on Hedera mainnet.
 - Implement **secure key management** (no private keys in code or repo).
- **Stability & security hardening**
 - Security review of auth, 9-role RBAC, and public endpoints.
 - Rate limiting, input validation, error handling for all critical APIs.
 - Monitoring of Hedera calls, PDF generation, and GFW integration.
- **Production infrastructure**
 - Deploy to cloud (e.g., AWS/Azure/GCP) with Postgres + PostGIS, backend, and frontend.
 - Add logging, metrics, alerting, and backups.

Business Impact

- Makes AgriBackup **trustworthy for paying customers** and regulators.
- Reduces **downtime risk** that could damage our reputation early.
- Establishes a **compliance-grade baseline** that justifies premium pricing.

Phase 2 – Exporter Value & Monetization Foundations (2–6 months)

Goal

Package AgriBackup into a **clear value proposition for exporters** and create the foundation for **recurring revenue**.

Key Activities

- **Exporter Website Experience**
 - Finalize the **Exporter Website view** so exporters can use AgriBackup as their public site instead of building their own.
 - Include: company-branded Home, About, Products (EUDR-compliant batches), certificate verification and QR links.
- **Self-service onboarding**
 - Simple signup and guided onboarding for exporters/importers.
 - Default templates for documents, reports, and dossiers.
- **Pricing & packaging**
 - Define clear plans, for example:
 - **Starter** – Limited batches/certificates per month, for small exporters.
 - **Pro** – Higher volume, analytics, and multiple users per organization.
 - **Enterprise** – Custom integrations, SLAs, dedicated support.
 - Choose billing metrics: number of batches, dossiers, certificates, or active exporters.

Business Impact

- Turns AgriBackup from a **project** into a **product** with:
 - A clear **offer** (“we give you a full EUDR-compliant exporter website + compliance engine”).
 - A clear **pricing model** tied to exporter value and usage.

- Exporters now have a **reason to pay**: they can go live quickly, avoid IT costs, and reduce EUDR risk.

Phase 3 – Pilot Customers & Market Validation (4–12 months)

Goal

Run **real pilots with paying (or strongly committed) customers**, validate product–market fit, and refine the business model using real data.

Key Activities

- **Targeted pilots**
 - Select 3–10 exporters (ideally across different commodities: coffee, cocoa, palm oil, etc.).
 - Offer discounted or free limited pilots in exchange for **feedback and case studies**.
- **Success metrics & ROI**
 - Define measurable outcomes:
 - Fewer shipment rejections at customs.
 - Time saved on EUDR documentation and reporting.
 - Faster authority approvals.
 - Collect baseline before and after AgriBackup.
- **Customer feedback loop**
 - Regular product review sessions with pilot customers.
 - Maintain a **pilot feedback backlog** and prioritize changes that:
 - Reduce onboarding friction.
 - Increase perceived value.
 - Remove blockers to purchase.

Business Impact

- Validates whether customers are **willing to pay** and **for what** exactly.
- Pilot success stories become **sales assets**: testimonials, case studies, and metrics.
- Helps refine pricing (e.g., discover that companies pay more for audit support than for basic dashboards).

Phase 4 – Go-to-Market & Sales Engine (9–18 months)

Goal

Build a **repeatable go-to-market (GTM) motion** and start scaling revenue beyond pilots.

Key Activities

- **Positioning & messaging**
 - Clarify the core pitch, for example:
 - "Be EUDR-compliant in weeks, not years."
 - "A full, blockchain-verified exporter website + compliance engine in one platform."
 - Tailor messaging to **exporters, importers, and cooperatives**.
- **Sales & distribution channels**
 - Direct sales to mid-size exporters.
 - Channel partnerships with:
 - Exporter associations.
 - Cooperatives and trader networks.
 - Sustainability certifiers and consultants.
- **Marketing**
 - Website + landing pages explaining benefits, not just features.
 - Webinars and guides on "How to prepare for EUDR" using AgriBackup.
 - Presence at relevant conferences and trade events.

Business Impact

- Creates a **predictable pipeline** of prospects and customers.
- Increases **ARR/MRR** by standardizing how we sell and deploy.
- Strengthens our brand as a **trusted compliance technology partner** in the EUDR space.

Phase 5 – Ecosystem Integrations & Upsell (12–24 months)

Goal

Deepen AgriBackup's value by **integrating into customers' existing workflows** and creating **higher-margin upsell products**.

Key Activities

- **Integrations**
 - Connect AgriBackup with ERPs, logistics systems, and customs systems (where APIs exist).
 - Provide a stable public API + SDKs for partners.
- **Premium analytics & dashboards**
 - Build advanced analytics for risk, deforestation trends, and supply chain performance.
 - Offer premium reporting to sustainability teams and executives.
- **Carbon & ESG extensions**
 - Use existing data (production units, deforestation checks) to:
 - Estimate carbon footprints.
 - Offer add-on modules for **carbon credit reporting** or ESG dashboards.

Business Impact

- Enables **higher pricing tiers** and **add-ons** beyond basic compliance.
- Increases **customer lock-in** because AgriBackup becomes part of core workflows.
- Opens new **revenue streams** around carbon, ESG, and analytics.

Phase 6 – Regulatory & Geographic Expansion (18–36 months)

Goal

Turn AgriBackup from an "EUDR-only" tool into a **multi-regulation, multi-region compliance platform**.

Key Activities

- **Additional regulations**
 - Extend the platform to support similar regulations (e.g., UK, US, or other regional deforestation and traceability laws).
 - Abstract the core engine so new regulations can be configured instead of hard-coded.
- **New markets**
 - Expand beyond the EU into markets where traceability and deforestation-free claims are important.
 - Localize UI, documentation, and support.

Business Impact

- Grows **total addressable market (TAM)** beyond EU EUDR alone.
- Allows upselling existing customers who export to multiple regions.
- Positions AgriBackup as a **global compliance infrastructure**, not just a single-use tool.

Cross-Cutting Themes

1. Revenue Model Evolution

- Start with **simple subscriptions** based on usage (batches, certificates, seats).
- Evolve to:
 - **Tiered pricing** (Starter, Pro, Enterprise).
 - **Add-ons** (advanced analytics, carbon/ESG modules, premium support).
 - **Partnership revenue** (consultants, auditors, integrators).

2. Customer Success & Support

- Offer onboarding assistance and training for new export customers.
- Provide **SLAs** and premium support tiers for enterprise.
- Invest in documentation, tutorials, and a knowledge base to reduce support load.

3. Risk Management

- Continuously monitor **regulatory changes** around EUDR and related laws.
- Ensure legal, data protection, and security standards are **ahead of customer expectations**.

- Maintain a strong relationship with Hedera ecosystem to anticipate protocol or pricing changes.

High-Level Timeline (Indicative)

- **0–3 months:** Mainnet migration, production infrastructure, security
- **2–6 months:** Exporter website UX, packaging, pricing, initial customers
- **4–12 months:** Pilot exporters, measure ROI, refine product & pricing
- **9–18 months:** Go-to-market engine, partnerships, consistent revenue growth
- **12–24 months:** Integrations, analytics, carbon/ESG upsell
- **18–36 months:** New regulations, new geographies, platform positioning

This roadmap is a living document. As we learn from pilots, paying customers, and regulators, we should **revisit and adjust the plan every quarter** to keep the business focused on the highest-value opportunities.