Taking the Hope & Fear out of Agri-food Service Innovation

@mikebriers
# Australia Industry Digitization Index

2016 or latest available data¹

<table>
<thead>
<tr>
<th>Industry</th>
<th>Overall digitization</th>
<th>Assets</th>
<th>Usage</th>
<th>Labor</th>
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¹Based on a set of metrics to assess digitization of assets (6 metrics), labor (5 metrics), and usage (26 metrics).

Source: ABS; Appstore/ITunes, ASX300 annual reports; DIBP; Facebook; Google Play Store; LinkedIn; Twitter; McKinsey analysis.
Leapfrogging copper to mobile
CURRENT POLL - 26/Mar/2013:
Do you know any farmers whose banana plantations or crops are infected with banana bacterial wilt disease? YES or NO

35,409 Responses out of 187,256 Participants (18%)

Ureport is a free SMS-based system that allows young Ugandans to speak out on what’s happening in communities across the country, and work together with other community leaders for positive change.

Join Ureport
Text “JOIN” to 8500
IT’S FREE!

YOUR SAY:
Where do women in your community go to get antenatal care?

“In our community we do not have health centre, but we have one in Alebtong which is about 25 km from our community.”

Geoffrey, Lira UReporter
4 challenges for impact

1. PRODUCE THE RIGHT THING
2. LEVERAGE BRAND AUSTRALIA
3. ACCESS TO FINANCE
4. BUILD FUTURE WORKFORCE

POWERED BY DIGITAL TECHNOLOGY

DEMAND DRIVERS
SUPPLY DRIVERS
Bridging the divide: digital service innovation
Stable & trustworthy measurement systems matter

Repeatable, Scaleable

DATA SILOS & TOMBS

DATA IN CIRCULATION
Making agile data science real

Enabling a new model for impact

TECHNOLOGY AND SERVICE PROVIDERS

DATA & TECHNOLOGY

CUSTOMER WITH A BUSINESS PROBLEM

DIGITAL SOLUTION

RESEARCH PROVIDERS

DIGITAL RESEARCH OUTCOMES

ENGAGEMENT
Attracting ecosystem investment: Re-purpose!

Finance & Insurance

Agronomy

Inputs & Services

Producer

Processor

Retailer

Consumer

Regulators

Technology

Research
Deliberate Innovation

**Trained staff** facilitate hyper engagement:
- digital road mapping
- design led projects
- community challenge events

Agri-food challenges  

Diverse perspectives & capabilities
CUSTOMER/PROBLEM DISCOVERY AND PROOF

FRAME OPPORTUNITIES
FORM INSIGHTS
OBSERVE PEOPLE
DEFINE THE CHALLENGE

BRAINSTORM IDEAS
TRY EXPERIMENTS
Pivot, Persevere, Proof
Build
Iterate
Measure

DESIGN THINKING
LEAN STARTUP
AGILE

CUSTOMER PROBLEM/SOLUTION
PROBLEM PROOF
ITERATIVE DEVELOPMENT