

# FARMLINK ONE-PAGER

## FARMLINK PROJECT BRIEF

### BACKGROUND

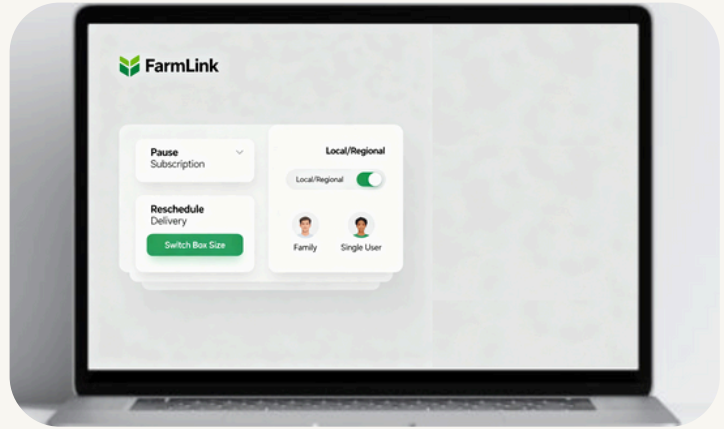
FarmLink is a \$25M ARR marketplace connecting local farmers with urban consumers via weekly produce subscriptions. While they've captured the premium "conscious consumer" niche, growth has stalled at 5% QoQ. Their current TAM (~100k households nationally) is too small to justify continued VC funding or a Series C.

To reach the next stage, FarmLink must expand beyond the local-organic diehards without destroying the authenticity and trust that built their brand.

### PROJECT STATEMENT

"I am an urban consumer who wants healthy, trustworthy food. I am trying to eat fresh and support local farmers. But I can't justify spending \$75/week and waiting in long delivery windows, because it doesn't fit my schedule or budget, which makes me feel guilty and frustrated."

"I am a small farmer. I am trying to sell consistent volume. But FarmLink's analytics tools feel useless and unreliable because the platform isn't built for my real workflow, which makes me feel ignored, skeptical, and ready to churn."



### GOALS

- Increase addressable market without abandoning FarmLink's core identity.
- Improve retention by making FarmLink fit into people's real lives (timing, flexibility, price).
- Deliver actual value to farmers, not just dashboards.
- Unlock a scalable revenue line that can push FarmLink toward \$100M+ ARR.

### NON-GOALS

- Becoming a full Instacart competitor or racing to the bottom on price.
- Rebuilding the entire company around pure B2B SaaS (too slow and risky for near-term growth).

### VISION NARRATIVE

A busy professional opens the FarmLink app on Wednesday night. Instead of a rigid subscription box, they see three easy options for the coming week:

- "Standard Local Box,"
- "\$39 Regional Essentials," and
- "Add-ons for quick meals."

Delivery windows are same-day or next-day, powered by trusted delivery partners. No commitment. No guilt.

FarmLink still highlights farmer stories—but the user experience finally matches the way mainstream families shop. Meanwhile, farmers receive reliable volume forecasts tied to real-time demand, not static subscription guesses.

FarmLink shifts from "farmers market luxury box" to "the convenient way to eat better."



### HYPOTHESIS

If we introduce flexible, lower-commitment ordering with regional sourcing (not strictly local) AND fix last-mile delivery reliability, then mainstream consumers will treat FarmLink like a convenient grocery alternative rather than a luxury subscription — reducing churn by ~20%, increasing weekly order volume by ~30%, and unlocking a market 3–4× larger than today.

## ROUGH SCOPING & TIMELINE

### V1 (8–10 WEEKS)

- Launch FarmLink Essentials: regionally sourced produce at \$39/week, no subscription required.
- Add one-off ordering & flexible skip model.
- Integrate same-day/next-day delivery through Uber Direct or DoorDash Drive.
- Introduce basic reliability fixes to routing (limit batch size, caching updates).

### LATER VERSIONS

- Intelligent delivery batching for margin improvement.
- Real farm inventory system replacing current Google Sheet pipeline.
- Dynamic upsells: meal kits, local artisans, pantry bundles.
- Family-size pricing & EBT pilot.

# FARMLINK PROJECT PROPOSAL

## PROPOSAL SUMMARY

Build and launch FarmLink Essentials, a flexible, lower-priced tier with regional sourcing plus same-day delivery partnerships. Pair this with infrastructure fixes and a redesigned ordering flow that removes guilt and friction. The goal is to expand TAM and boost retention without recreating Instacart.



## DETAILED FEATURE REQUIREMENTS

### ESSENTIALS TIER

- Regional farms ( $\leq 200$  miles).
- \$39/week starting price.
- Transparent sourcing label: "Support farms in your region."
- Pre-curated "Essentials" list (staples, not novelty produce).

### FLEXIBLE ORDERS

- One-off orders (no commitment).
- "Smart Refill" reminders based on past behavior.
- Auto-pause for travel (reduces churn excuse).

### DELIVERY RELIABILITY

- Uber Direct / DoorDash Drive integration.
- Delivery tracking & ETA notifications.
- Routing engine patch (priority batching).

### FARMER EXPERIENCE

- Real-time demand dashboard fed by flexible ordering.
- Remove unused "predictive analytics" clutter.
- Replace static sheets with auto-updated inventory estimates.

## RISKS & MITIGATIONS

RISK	MITIGATION
BRAND DILUTION	Keep premium tier unchanged; emphasize transparency on regional sourcing.
MARGIN COMPRESSION	Tight batch windows, simplified box contents, dynamic delivery fees.
FARMER DISSATISFACTION	Guarantee minimum volume for Essentials partners; improve demand visibility.
OPERATIONAL COMPLEXITY	Roll out Essentials in 1 city first; test routing caps before scale.
COMP. W/ INSTACART	Focus messaging on trust, quality, and real relationships with farmers.

## APPENDIX: VALIDATION

- 67% of surveyed users would accept regional sourcing for a 30% lower price.
- 78% of churned users cite delivery windows as primary reason for leaving.
- 45% of subscribers pause at least once per quarter → flexibility is demanded.
- Five pilot companies chose cheaper options → FarmLink is too premium for B2B wellness.
- Farmer interviews reveal  $< 12\%$  use current analytics → the value is in demand stability, not dashboards.

## OPEN QUESTIONS

- What % of current subscribers would switch down to Essentials?
- What delivery window (2 hr? 4 hr?) drives the highest conversion?
- How many farmers are comfortable expanding to "regional" sourcing?
- Should Essentials allow add-ons or keep it single-SKU for simplicity?

