

**PAY IN TIME
GLOBAL**



Ideas Paddock

Innovation Workbook

A practical guide for turning ideas into action. Designed for the ag community to map markets, define problems, validate solutions, and build venture DNA.

Business or Idea Name:

Participant Name:

Date:

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Market & Competitor Research

Market Mapping

This is where we map your market and examine where competitors sit relative to the key characteristics that matter to your target customers, your industry, and the domain you are focusing on. Understanding your competitive landscape is essential for positioning your idea effectively.

Some examples of focus areas and defining characteristics might include:

- **Livestock & Breeding:** Genetic quality v. cost, Traceability v. accessibility
- **Agricultural Equipment:** Performance v. cost, Customisation v. reliability
- **Farm Finance:** Flexibility v. interest rate, Speed of approval v. loan size
- **AgTech Solutions:** Data accuracy v. ease of use, Integration v. standalone capability
- **Rural Services:** Service range v. geographic coverage, Price v. expertise

Tip: Choose characteristics that genuinely differentiate competitors in the eyes of your target customers. The best market maps reveal gaps where no one is currently competing.

Use the space below to sketch your market map. Place competitors in the quadrants based on two key characteristics you have chosen.

Draw your market map here. Label axes with your two chosen characteristics.

2 x 2 Prioritisation

The 2x2 prioritisation matrix helps you categorise competitors and identify strategic opportunities. Choose two defining characteristics and map where each competitor falls.

Characteristics Chosen:

Characteristic #1: _____

Characteristic #2: _____

Characteristic #1 High x Characteristic #2 Low	Characteristic #1 High x Characteristic #2 High
<p><i>Enter your competitors here...</i></p>	<p><i>Enter your competitors here...</i></p>
Characteristic #1 Low x Characteristic #2 Low	Characteristic #1 Low x Characteristic #2 High
<p><i>Enter your competitors here...</i></p>	<p><i>Enter your competitors here...</i></p>

SWOT Analysis

A SWOT analysis helps you understand your internal strengths and weaknesses alongside external opportunities and threats. Use the guiding questions below, then fill in the template.

Strengths	Weaknesses
What can we bring to this problem space? What unique knowledge or skills do we have? Do we have the motivation to do this?	What limitations exist for us? What might our competitors know or do that we don't or can't? Where are our resource gaps?
Opportunities	Threats
What can we take advantage of? What trends work in our favour? What prizes are within reach?	What could cause us problems? Is our problem too small or narrow? Are our competitors too big or strong?

Your SWOT Analysis:

Strengths	Weaknesses
Opportunities	Threats

Persona Development

Persona Canvas

There are many persona canvases and templates available, each with a considered value proposition. This particular canvas is designed for developing empathy with customers at a very early stage. Empathy is often one of the hardest parts of doing early strategy work, and that makes it one of the trickiest things to get right.

Letting your persona canvas sink in and percolate over time is always a valuable activity. Don't rush this — revisit it as you learn more about your customers.

1. Negative Trends — *Negative trends from the environment that affect your target persona*

2. Headaches — *Professional and work-related issues they face daily*

3. Fears — *Personal issues and concerns that keep them up at night*

4. Positive Trends — *Positive trends from the environment that could benefit them*

5. Opportunities — *Professional and work-related positive outcomes they seek*

6. Hopes — *Personal goals and hopes for the future*

7. Need — *What does this person really want? What is the core need?*

Problem Statements

Problem statements are a powerful strategic tool at any stage of business maturity. In the early stages of idea or business inception, they provide some great benefits as founders. They:

1. Give us a **clear strategic focus** to help navigate the ambiguity of founding an idea or business
2. Help to **frame discussions** we have about our idea and with any interested parties
3. Provide a **focus for research and validation**
4. Mitigate our early-stage **desirability risks** with our first customers

Ideation

Use this space to start listing out your problem statements. Think broadly about the challenges your target customers face.

List your problem statements here...

Refinement

Now that you have dived a little deeper into the problem space, take your answers above and generate a problem statement as a single sentence. Refer to the examples below if you need guidance.

Examples from Australian Agriculture:

SwarmFarm Robotics: "Mid- to large-scale broadacre farmers face rising labour costs and machinery inefficiencies. They need autonomous, scalable machinery solutions to complete precise farming tasks without relying on heavy, multi-purpose tractors or operators."

AgriWebb: "Livestock producers struggle to keep accurate, real-time records of on-farm activity, compliance, and animal performance using outdated or paper-based systems. They need an intuitive, mobile-friendly farm management platform that consolidates operations, improves traceability, and enables data-driven decision-making across the enterprise."

AirAgri: "Farmers working in remote, high-risk environments often lack reliable safety systems to alert others in the event of accidents or health emergencies. They need a wearable, low-connectivity safety solution that can detect distress, send alerts automatically, and provide peace of mind for workers and their families."

Refine your problem statements:

Refine your problem statements into clear, single sentences...

Problem-Opportunity Mapping

Before we turn our minds to solutions, we need to spend more time uncovering and mapping our problems. Dive deep into the contributing factors for each problem you are looking to solve and aim to get a singular problem at the bottom level. This will simplify your strategic alignment and give you a great artefact to convert into solutions.

You will notice that once you have simplified your problems, they start to look like things you can solve with just a little bit of brains and elbow grease.

Problems into Opportunities

Start listing your sub-problems here. Break each major problem down into its contributing factors.

Map your problems and sub-problems here...

Solutions to Serve Opportunities

From your problems listed above, select a few that you think you can solve in multiple ways, or develop solutions that tackle several of your problems at once. This starts to give you a roadmap of what problems you can deliver the most value on and precisely where you can get the most bang for your buck.

Ask yourself: "Is there more than one way to address this opportunity?" and "How might we..."

Map solutions to your priority problems here...

Validation Extension

Your First Experiments

Use the validation framework below to start planning your first experiments. The goal is to test your assumptions before investing significant time and resources. Each experiment should have a clear hypothesis, a defined method, and criteria for success and failure.

Experiment Template

Hypothesis

What do you believe to be true? What will success look like? What defines failure?

Experiment Design

How will you test this hypothesis? What methods will you use?

Learning & Iteration

How will you use the results? What is your build-measure-learn loop?

Tips & Tricks

What should you watch out for? What might go wrong?

Example Experiment

Hypothesis

"We hypothesise that livestock producers managing multiple properties will value a mobile-first platform that provides real-time herd tracking and compliance reporting. Success will be defined as 50% of surveyed producers indicating they would pay for such a platform. Failure will be defined as less than 25% indicating willingness to pay."

Experiment Design

A two-pronged approach is recommended:

- **1. Problem Interview Blitz:** Conduct 10-15 in-depth interviews with livestock producers. Focus on understanding their current workflows, pain points related to herd management and compliance, and their decision-making processes.
- **2. Concierge MVP:** Offer a manual service where you collect data, analyse it using existing methods, and deliver insights to a small group of producers. This allows you to test the value proposition and gather feedback.

Learning & Iteration

After each interview and service cycle, analyse the data collected. Identify recurring themes, pain points, and desired features. Use these insights to refine the value proposition, prototype features, and iterate. This build-measure-learn loop will help de-risk the solution.

Experiment Results

It is crucial that you also plan what you will do with the results of your experiment — how will your data change what you do and where you go next.

Data Points

Record your key data points here...

Outcomes & Next Steps

What outcomes emerged? What will you do next?

Venture DNA Canvas

The Venture DNA Canvas is a powerful tool for simplistically defining some of the core elements of your idea or concept. It allows you a moment to pause, take stock, and analyse why you want to do this in the first place and how you might be uniquely positioned to do so. This activity will later become a foundational component of defining what your business might look like if you take your idea or concept into venture creation.

Your Venture DNA is the intersection of your vision, experience, values, and unique capabilities. It is what makes your approach to this problem distinctly yours.

Your Venture DNA Canvas

Your Vision

- What is the big picture vision that you want to achieve with this idea?
- How do you want to change the face of Australian agriculture?
- What does success look like if nothing were to stand in your way?

Your Experience

- What experiences led you to this turning point?
- What is it that has driven you to turn this idea into something meaningful?
- How do these stories inform your idea?
- If your idea becomes a business, how might your stories define your business?

Your Values

- Taking into account your experience and your vision, how might they inform how you conduct yourself or your business?
- What attributes and values might they generate?
- Will you become customer-centric, profit-focused, committed to best practice, or always push boundaries?

Your Actions

- Based on your values, vision, and experience — what actions must you take to deliver on these?

- What tactics will you deploy to enact your vision for the future?
- What milestones must you check off to take the first steps towards achieving that vision?

Your Unique Value

- What is it that you are uniquely positioned to do or deliver?
- Is there a specific problem that only you can solve or that you can solve differently to others?
- Do your experiences, values, and vision combine to create a unique opportunity?

Your Beneficiaries

- Who stands to benefit from your actions and your unique value?
- Will these people become your future customers or are they end users?
- Who are they specifically? Do you know them? Do you know how to get to know them?
- How do you know they will benefit from your work?

Share Your Ideas

Got an idea that could make your work easier? A problem that has been bugging you for years? **Ideas Paddock** is where the ag community comes together to share what is not working and shape the future of digital tools, finance, and on-farm solutions.

Your voice matters here. Share your idea today. It takes two minutes, and it might just change how the industry works.

Join the conversation:

Ideas Paddock (Web) payintime.global/ideas-paddock

Ideas Paddock (Facebook) facebook.com/groups/1420283736395768

Pay In Time Global payintime.global

When the community talks, we are here to listen.



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