

CASE STUDY



ASSESSING THE LATAM MARKET POTENTIAL & BUSINESS POTENTIAL FOR THE AGRI-FOOD DATA MARKETPLACE

Services

Guide

Connect

Markets

Argentina

Brazil

Colombia

Domains

Nature & Biodiversity

AgriTIERRA ask

To lead market analysis, branding, and business development activities for Agrimetrics in Brazil, Argentina, and Colombia, identifying opportunities for data-driven agricultural solutions, building market presence, and developing strategic customer relationships to support market entry and growth.

Client requirements

- **Market Assessment:** Onboarded Agrimetrics and analysed opportunities in Brazil, Argentina, and Colombia, identifying customer needs, competitors, and key prospects.
- **Data Catalogue Scoping:** Led a scoping exercise to map agri-environmental datasets, informing Agrimetrics' regional data service offering.
- **Branding & Positioning:** Adapted Agrimetrics' brand and materials for local markets, supporting profile-building in regional agri-tech ecosystems.
- **Business Development:** Drove business development and led market visits to engage customers and build partnerships.



Impact

- Identified **10+ commercial opportunities**, resulting in 5 proposals.
- Mapped **75+ open-source datasets** for potential regional data marketplaces.
- Produced **3 market analyses** and market entry plans across target countries.
- Defined Agrimetrics' positioning and business strategy for Latin America.
- Represented Agrimetrics at **3 major regional agri-tech events**.

Opinion

"Mark and AgriTIERRA have ... ability to leverage local 'in-market' specialists enabled us to go much deeper & quicker than expected into 3 regional markets. We were able to understand the data landscape & market opportunities for us and now can make informed investment decisions about LATAM. AgriTIERRA brought quality & a highly collaborative approach to our work together."

Rebecca Geraghty, Former Chief Commercial Officer,
Agrimetrics