

## Request for Proposals

### Agricultural strategic business planning, market strategy and field trials

#### Organization

Founded in 1992, the Saskatoon Regional Economic Development Authority (SREDA) works with the City of Saskatoon, Regional Municipalities, and over 100 private sector members to strengthen and grow the Saskatoon Region economy.

With a vision to be the foremost and inspirational contributor to a landscape where all people thrive, SREDA is passionate about ensuring the Saskatoon Region is the pulse of economic growth for our province. Our team assists entrepreneurs through the start-up and expansion phases of their businesses, develops strategies to identify and execute Indigenous business opportunities, and has made the attraction of international businesses and investments a top priority. With a diverse and resilient economy, the Saskatoon Region could not be better positioned to attract business, talent, and investment in several emerging and established industries.

#### Purpose

SREDA is seeking RFPs from firms to provide agricultural strategic business planning, market strategy and targeted field trial expertise and services, specific to soil health technology, including planning related to the launch of new soil health and amendment products. Firms should have an existing network of early-adopter growers and a track record of assisting ag-tech companies in the successful launch of innovative new products based on their expertise in gathering accurate information, including field-trial and market data.

#### Scope

The Service Provider is expected to work with both SREDA's internal business attraction team, and an early-stage agricultural technology company, to devise a detailed scope of work that is specific to delivering targeted strategic business planning, market strategy and field trials information tailored to the specific early-stage company.

The project may include the following deliverables:

1. Technology Field Trials and Reporting:
  - Grower recruitment, training, and monitoring
  - Soil sampling and soil health assessment using multiple advanced methods
  - Aggregation and assessment of crop agronomic data
  - End of project technical reporting
2. Strategic Business Planning and Market Strategy:
  - Compilation of strategic market business planning information relevant to soil health technology
  - Market assessment, grower experience and business planning/product launch recommendations based on trials and other information gathered
  - End of project recommendations and business planning support aimed at successful technology commercialization



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**Timelines**

The project is to be started by July 1, 2023, and completed by December 2024 at the latest.

**Response**

Please limit your proposal to less than six pages and include proposed services to be undertaken by your firm, timelines, budget and expectations of SREDA and the technology company.

Please submit your proposal to Brad Bly, Director of Investment and Business Attraction by 12:00 p.m. June 12, 2023, via email at [bbly@sreda.com](mailto:bbly@sreda.com). If you require further information, please contact Brad via email or 306-664-0728.

