

Unlocking Revenue Potential of WeLASER

Revenue stream identification

As part of the exploitation plan, the revenue strategies of WeLASER as it enters the European market were discussed. Two main revenue strategies were considered considering the two prominent customer segments: small-scale and large-scale farmers.

In the EU, small-scale farmers (managing less than 50 hectares) face budget constraints. Yet, these farmers form the backbone of European agriculture. To meet their needs, we propose a solution: rental services and cooperative models. Specialised companies, will own the equipment and offer it as a service, ensuring competitive rental rates.



Stakeholders examining the field during WeLASER demo in Madrid.

In contrast, large-scale farms (50 hectares or more) benefit from intensive equipment utilisation, leading to a higher region of interest (ROI). These farms are more likely to purchase WeLASER outright, with European organic farms often falling into this category.

Conclusion

The revenue model for the WeLASER spin-off revolves around two key streams:

- Transaction-Based Asset Sales: Designed for large-scale farmers seeking to acquire the equipment with a one-time payment.
- Transaction-Based Revenue from Lending/Renting/Leasing: Tailored for small-scale farmers who prefer temporary access to the equipment for a predefined period, offering flexibility to fit their budget.

WeLASER's revenue strategy adapts to the diverse needs of farmers, paving the way for success in the EU markets.

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