

NACTA 2022 Agribusiness Contest Case Study Presentation Packet

Date and Time: 9 a.m. Thursday, March 31, 2022
Location: West Central Research, Extension and Education Center
Contest Coordinator: Mary Rittenhouse, Ag Business Instructor
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General Information

The following are financial and narrative information about *A's Solutions*, a soil testing and mapping enterprise for farmers in the central section of Nebraska. Soil samples will be taken, then put into a computer system to create maps for the farmer's needs. The home office will be in Curtis, Nebraska but will initially service the counties of Frontier, Hayes, Chase, Dundy, Hitchcock, Red Willow, and Furnas. The enterprise is owned and operated by a young entrepreneur from the area who has grown up on a nearby farm. Interested in employing drone technology to increase efficiency by accumulating high-resolution crop data and maps for the client.

About the Enterprise

Established in January 2022, *A's Solutions*, is currently owned by a sole proprietor and is in the initial stage of developing a clientele. The business has been developed after a successful college internship that provided experience in drone-powered solutions to farmers to increase productivity in crop monitoring of planting, livestock management, scouting, and precision farming.

Mission

Honesty and integrity with realistic thinking to help farmers utilize resources given to maximize yields.

Vision

At *A's Solutions*, we live by the golden rule. "Treat others as you want to be treated." Interactions with clients and the public will be based on honesty and integrity with outstanding work ethics. 110% will be given to help customers know more about their soil and crops that they grow.

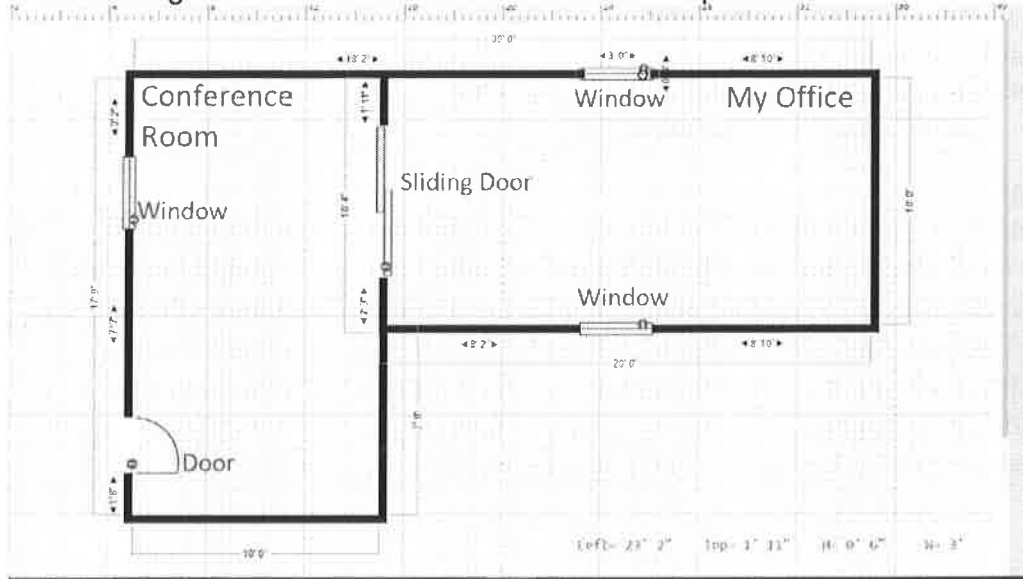
This big picture is helping farmers know what is in their soil and how to manage with what they have. Using drone technology cuts the amount of time and labor needed to successfully provide accurate mapping that provides the highest amount of yield possible.

Services Provided

- Field Soil Analysis
- Advanced Crop Scouting
- Fertilizer and Water Management
- Crop Count and Emergence Analysis
- Crop Health and Stress Analysis

Facilities

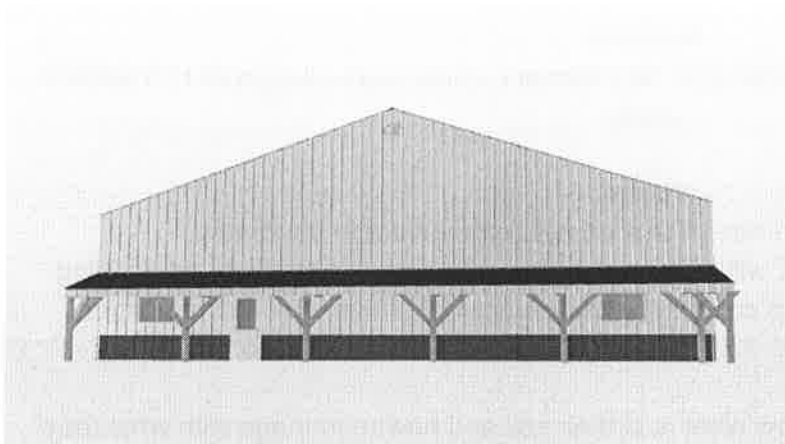
The following business will be rented. See table of expenses below.



Facilities- Building Layout

The building will be a 60' W x 80' L x 14' H

This building will have enough room for work benches and shelving for my equipment. There is room for parking in front and a drive in door in the back of the building to store the company vehicle.



Business Equipment, Vehicle, and Technology

A's Solutions owns the following equipment to support the enterprise.

- Mavic Air 2 Drone, produced by DJI
- UAV Weather App
- SMS Advanced system
- Necessary computer and printer equipment to prepare clientele reports
- 2010 Toyota Tundra (113,000 miles)

Start Up Expenses (Annual)

Rent	\$14,400
Certification & Training	250
Legal	2,500
Equipment and Technology	5,000
2010 Toyota Tundra	18,000
Office and Operating Supplies	<u>1,000</u>
Total Start Up Expenses	<u>\$41,150</u>

Assignment For Case Study

Your school's team has been tasked at creating an economic analysis for this entrepreneur and the new enterprise.

Your school's assignment for this case study is the following:

1. Develop a 4-minute Power Point presentation that, at a minimum, address the following requests.
 - a. A list of assumptions that will allow for efficient production with given resources.
 - b. A SWOT Analysis
 - c. A projected quarterly cash flow and profit analysis for the first year of operation.
2. As a consultant for this enterprise, include in your report how key economic environment factors could impact the success of the operations.
3. The Power Point presentation will be the only part being graded. There are no other materials to be turned in. The presentation should be geared toward anyone with a strong interest in the operation (i.e., the owner and potential stakeholders).
4. The material in the packet is just the starting for building your case study. Resources for population demographics can be found at the United States Census Bureau for Nebraska and Nebraska Demographics. Information on the drone technology in agriculture is available US Geological Survey. Economic key indicators can be found through FRED at the St Louis Federal Reserve Bank.
5. The attached rubric provides details about how the presentation will be scored.

Case Study Evaluation Rubric

Presentation Title: _____

School: _____

Reviewer: _____

Category	Unacceptable (3.75 pts)	Below Average (7.5 pts)	Average (11.25 pts)	Exceeds Expectations (15pts)	Score	Comments
Structure of Presentation	Not possible to understand presentation due to absence of structure.	Difficult to follow presentation due to erratic topic shifts and jumps.	Most information is presented in a logical order which is easy to follow.	Presented in logical, interesting, and novel sequence, which is easily followed.		
Introduction	Failed to introduce the school and team members.	Introduced just the school team name.	Introduced team members but not the school.	Introduced both the school name and team members.		
Powerpoint Slides	Missing or impossible to read. Misspellings and other mistakes.	Unattractive, hard to follow, either too busy or not enough information.	Ok appearance. Slightly too busy or lacking information.	Attractive and easy to follow. Contains the right amount of information.		
Knowledge of Subject Material	No grasp of the information they are presenting. Unable to address questions about the subject.	Uncomfortable with information. Capable of only addressing rudimentary questions.	At ease with content and able to elaborate and explain to some degree, beyond the slides.	Demonstration of full knowledge of the subject with explanations and elaboration.		
Methods and Analysis	Methods and results were unclear. Hard to understand the findings of the model and implication for the problems being examined.	Methods were somewhat unclear. Results were not strongly supported by the methods used.	Methods were appropriate, but lacked in some areas or were unclear.	Methods used were appropriate. Very clear and logical approach to how the conclusions and results were reached.		
Delivery and Speaking Skills	Significant mumbling and incorrect pronunciation of terms. Voice level too low or too high. Monotonous, no eye contact, rate of speech too fast/slow.	Occasional mispronunciation of terms. Little eye contact, uneven rate, only little expression.	Voice is clear and at a proper level. Most words pronounced correctly. Some eye contact, steady rate, excessively rehearsed.	Clear voice and correct precise pronunciation of terms. Good eye contact, steady rate, enthusiasm, confidence.		