4S Technology Market Segmentation

HANDBOOK

4S

Version 1.0 2021

MIGIP
Mekong Inclusive Growth & Innovation Programme

swisscontact

Contents

ANNEX

Introduction

Context

Over decades, agriculture remains a key sector in driving economic growth in Cambodia. Although growing, the sector is still facing many constraints. Cambodian farming system is highly dependent on rainfall and hard labour, with low use of technology and machinery. In addition, farmers still deploy conventional farming practices, such as mono-cropping for maize, rice, and cassava, and use fertilizers with little to no technical know-how. All these conditions lead to depletion in soil fertility and substantially reduce yield, which directly affect farmers' economic situation. Due to this, some farmers leave their farms and migrate to work in the city or neighbouring countries. This gradually cripples the agriculture sector.

To help address this problem, a programme called Mekong Inclusive Growth and Innovation Programme (MIGIP) was initiated under Swisscontact Cambodia with the aims (1) to induce commercial adoption of new and increase the uptake of existing agriculture-appropriate mechanization and technologies among smallholder farmers and (2) to strengthen capacity development amongst local private sector partners and commercialisation of their technologies. With newer, better, and more effective techniques and technologies for farmers, productivity in farming will rise and the needs for heavy labour in the field will be reduced. In an effort to make this happen, Swisscontact Cambodia has developed the 4S Technology Market Segmentation or, for short, the 4S Model.

Overview of the 4S Model

Problem statement

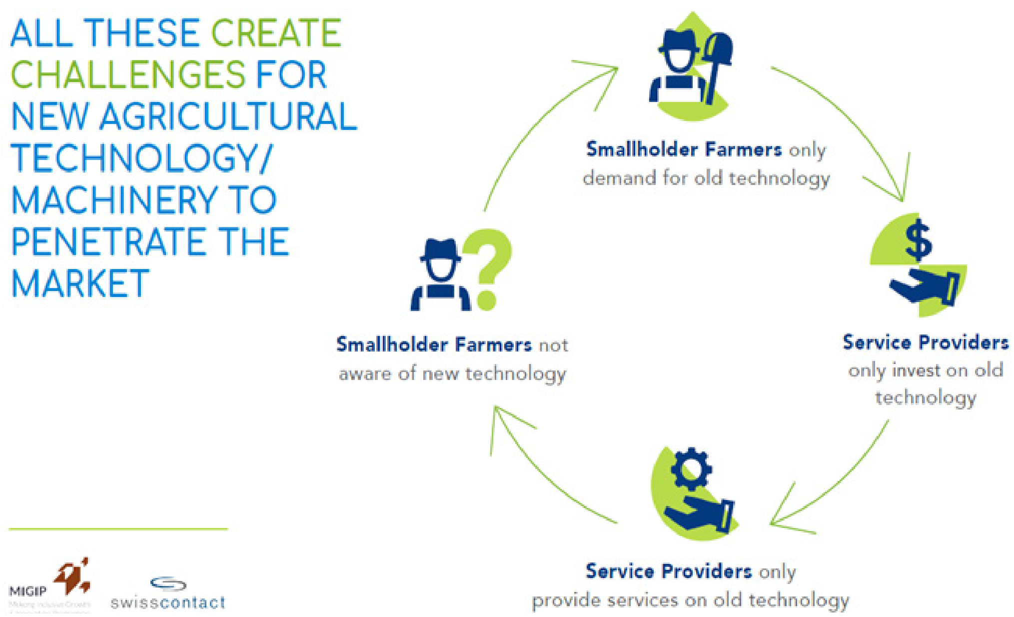
During the course of our investigation and research, we have discovered a few main factors preventing farmers, especially smallholder farmers, from using new technology/machinery. First, farmers do not find it necessary to use new technology/machinery because of their relatively small land size. Second, they cannot afford the expensive technology/machinery. These two factors combined make smallholder farmers hesitate or not interested in investing in new technology/machinery to improve their farming practice. Consequently, the private sector only targets their advertisements of the new technology/machinery to large-scale farmers, leaving smallholder farmers uninformed or poorly informed about the new technology and having little to no chance of using it. The solutions of simply raising awareness or subsidizing the use of new technology are not sustainable, so we have to seek a market-based solution to solve this problem sustainably.

Opportunity in the market

Further in our research, we have seen the renting of agricultural machinery as a window in the market through which the issue above can be addressed. Due to changes in the economy, labours on the field are decreasing as many migrate to other countries or the city to find a different job. This pushes farm-owners to seek better technology to support their farming activities. Smallholder farmers have started to rent some farming machines for ploughing and harvesting from more affluent machine-owning farmers, whom we call “Service Providers”. Through this kind of rental services, new technology can be introduced.

However, this window of opportunity also comes with an inherent resistance that makes it challenging for new technology to penetrate the market. Because the smallholder farmers have very limited knowledge about the new technology, there is only demand to rent conventional or traditional machinery. In response, Service Providers also want to only invest in the old or traditional machinery. This creates a chicken-and-egg problem that needs to be overcome to introduce new technology into the market.

Flaw in the current Agricultural Machinery Rental Market

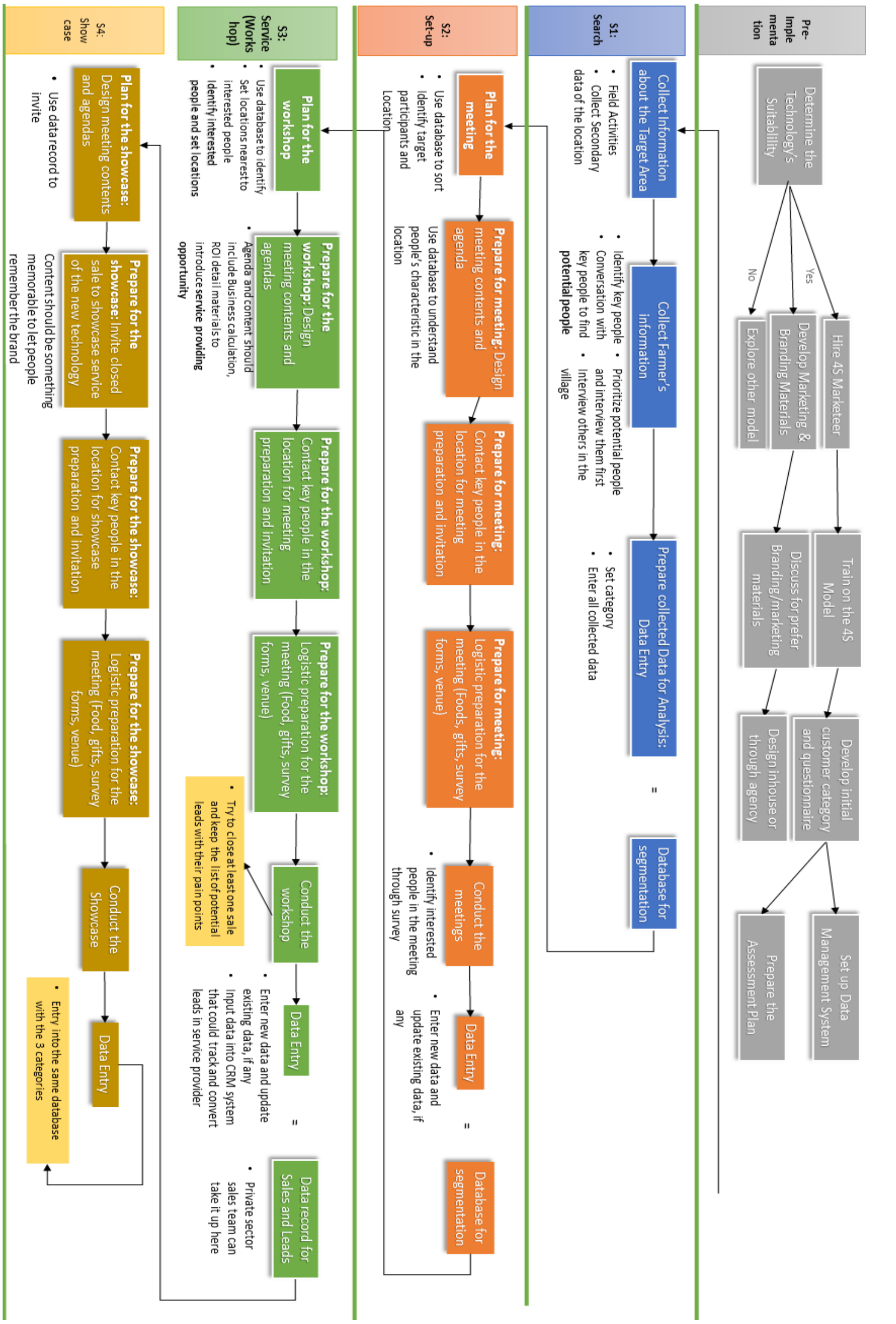


The 4S Model is designed to overcome this problem.

About 4S model

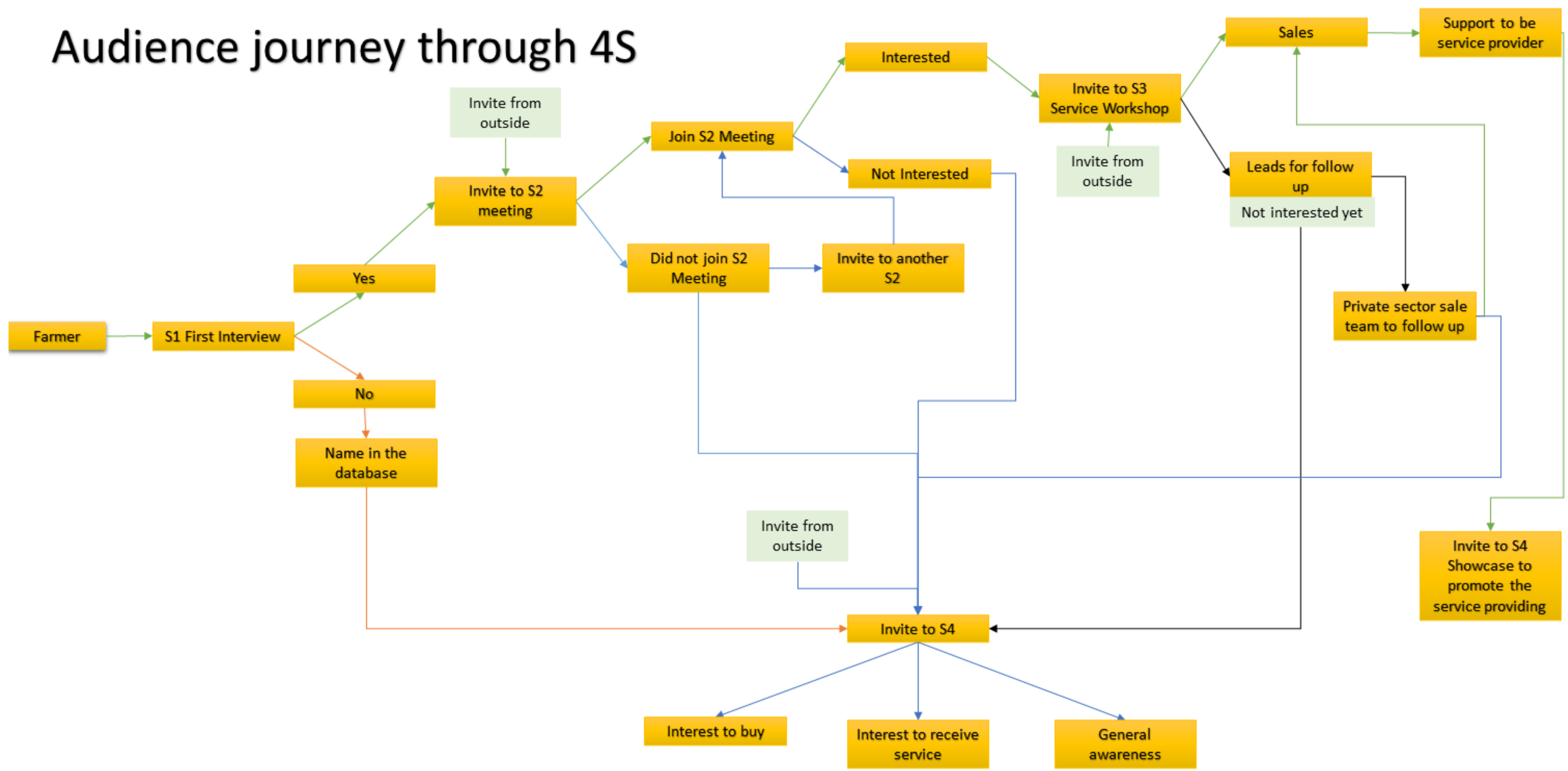
The 4S Technology Market Segmentation or, for short, the 4S Model is a go-to-market strategy developed by Swisscontact Cambodia specifically for private sector players to bring new agricultural technology/ machinery to farmers. There are 4 stages in the 4S Model which are: S1 – Search, S2 – Set up, S3 – Service Workshop, and S4 – Showcase.

Visual Image of the Model flow



[9] 2017-2018 Global Competitiveness Index, វេទិកាសេដ្ឋកិច្ចពិភពលោក (World Economic Forum), http://www3.weforum.org/docs/GCR2017-2018/03CountryProfiles/Standalone2-pagerprofiles/WEF_GCI_2017_2018_Profile_Cambodia.pdf

Audience journey through 4S



About this handbook

This handbook is written in detail with the purpose of providing guidelines on process of implementing the 4S Model. It should be noted that although the model is intended for a private sector player (e.g., tractor company), the handbook is written from the perspective of a not-for-profit organisation "**Adopting Organisation**" that helps their selected private sector partner "**Partner**" implement the model. For this purpose, a significant amount of preparation is required, so the handbook is divided into 2 blocks to reflect this: Block 1 – Pre-implementation and Block 2 – Implementation. Under each block, there are guidelines, each with its own detailed steps and guidance, to demonstrate how the 4S Model should be deployed. At the end of each guideline, there are Tips, Tools & Resources, and Examples to help illustrate the guidance. Extra documents can be found in the appendices attached to this document.

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BLOCK 1

Pre-Implemetation

Before the 4S Model can be implemented, there are pre-implementation activities required to ensure a higher chance of success in implementing the Model. First, the Adopting Organisation assesses the potential Partner's technology to see if the model is suitable for promoting the technology (Guideline 1). Once the technology passes this assessment, subsequent guidelines presume that the Adopting Organisation and the Partner have agreed to work together on promoting it. These guidelines (2-6) address the preparation of the human and physical resources (4S Marketeer, marketing materials, Information System, etc.) and a mechanism to monitor the project's progress and success.

Determine the Technology's Suitability

Purpose

To match the technology to the model and determine whether the model is appropriate for promoting the technology. As the 4S Model is specifically designed for technology with a certain set of characteristics (i.e., technology that fits the rental service window), it is not appropriate to use the model for commercialising all types of technology.

The Steps

	Methodological Step	Purpose	Output
1	**Study the Technology**	To sufficiently understand the technology to be able to assess its suitability.	A thorough understanding of the technology (including its origin, application, and strengths and weaknesses)
2	**Assess the Technology**	To determine—based on sound criteria—whether the technology should be promoted using the 4S Model.	A determination of whether it is suitable for the technology to be promoted using the model.

Guidance on the Steps

1. Study the Technology

- Know the origin of the technology: Knowing the main origin of the technology helps to direct the Adopting Organisation's Implementation Team to the right sources of information and knowledge about it. For example, the technology could be locally invented, locally assembled, or entirely imported from abroad; and usually there is not much information online or in secondary sources about locally invented technology.
- Conduct research on the technology: Collect as much information on the technology as possible from secondary sources. Information which should be collected includes:
  - i. Basic characteristics of the technology and
  - ii. Complementary technology and alternative conventional technology in current usage.
- Talk to experts about the technology: Find the experts who are working in the field of the technology and talk to them about the details of the particular technology and ask for industry insight.

2. Assess the Technology

- Review the technology assessment criteria: There are three main assessment criteria that may be use as a starting point to assess whether the technology is fit with the 4S Model.

  Main Assessment Criteria:

  - i. Possibility for service providing: The technology needs to be suitable for service providing (renting). Normally, low-price technologies are not suitable for service providing because most people can afford it. On the contrary, expensive technologies that can be afforded by some, but not most, people are practical for service providing (e.g., combined harvester).
  - ii. New-technology-only zone: A mainstream technology that has reached full market share is not suitable for marketing using the 4S Model because the model is designed as a go-to-market strategy for technologies/machinery that are new and innovative for the market.
  - iii. The profit of the technology: Be aware that the 4S Model requires a sum of budget to conduct, so if the technology/machinery will not make enough profit to cover its marketing budget, this go-to-market model may not suit it.

  Review and, if necessary, adjust them to fit the actual circumstances.
- Assess the suitability by matching the technology with the criteria: After reviewing and making adjustment, if any, to the main assessment criteria, the Implementation Team may assess the technology against the criteria. Always pay attention to serious red flags of the mismatch between the technology and the main assessment criteria.
- Determine the suitability of using the model for the technology: After the assessment, the Implementation Team should be able to tell whether the technology/machinery can be promoted using the 4S Model. Any mismatch with any of the three main assessment criteria would seriously affect the outcome of the model, so it is not recommended to proceed to implementation if that happens.

Tips

Guiding questions for researching the basic characteristics of the technology

- What does the technology do? What are its functions?
- What does it take to operate the technology on the field?
- What type of crops is the technology involved with?
- What is its price range?
- How available and accessible is the technology?

Guiding questions for talking to experts about the technology

- Try to verify the information you have collected from secondary sources.
- What kind of soil/conditions on/in which the technology can be operated?
- What are some possible maintenance requirements for such technology?
- Would this kind of technology fit with the current market? If yes, why? and if no, why not?

Example

Technology: Seed Broadcasting Produced by Local workshop

- **Study the Technology:**
  - **Origin: Local workshop =>** first priority in gathering information regarding the technology is talk to the local workshop and any NGOs/government institutions that are working with the workshop.
  - **Basic Characteristics of the technology:**
  - **Functions:**
    1. Rice Seed broadcasting during planting stage of farming
    2. Broadcasting Fertilizer in seed form during the planting stage of farming
  - **Operation:** Need at least 2 people to operate the machinery and attach to two wheels or four-wheel tractor.
  - **Main associated crops:** Rice
  - **Price Range:** 300-600 USD
  - **Capacity:** 4-5 HA/Day
  - **Availability and accessibility:** 6/10 (access from talking with experts and farmers in location).

- **Access the Technology**

Main assessment Criteria	Approximate score
Possibility for service providing	7/10
New-technology-only-zone	7/10
The profit of the technology	2/10

- **Determination:** The technology may not suit for a full-flag implementation of 4S Model due to its profit making; an adaptation to implement the 4S model may be possible due to its possibility in service providing.

Note: this example is simplified for easy understanding; the team may need more information as they see fit when it comes to real situation.

Hire the 4S Marketeer

Purpose

To have a project representative based in the target area for a smooth implementation of the model. The 4S Marketeer can quickly assess the situation and collect information on the field, as well as coordinate with key local stakeholders.

Note: The roles of the 4S Marketeer are to implement S1 – Search and S2 – Set Up and to coordinate S3 – Service Workshop and S4 – Showcase with the Partner's sales team. The 4S Marketeer does not need to be newly recruited (Step 2 of this guideline only provides a standard process). The person for this role may be selected from the Partner's staff as long as the Partner agrees to allocate a dedicated staff member to fulfil the responsibilities of the 4S Marketeer as defined in a ToR.

The Steps

	Methodological Step	Purpose	Output
1	**Study the Technology**	To sufficiently understand the technology to be able to assess its suitability.	A thorough understanding of the technology (including its origin, application, and strengths and weaknesses)
2	**Assess the Technology**	To determine—based on sound criteria—whether the technology should be promoted using the 4S Model.	A determination of whether it is suitable for the technology to be promoted using the model.
3	**Provide the 4S Marketeer with an Orientation and 4S Training**	To enable the newly hired Marketeer to implement the 4S Model.	The 4S Marketeer receives complete training and understands the 4S Model's concepts and its implementation.

Guidance on the Steps

1. Review the Terms of Reference (ToR)

- Verify the main responsibilities of the 4S Marketeer: make sure that the ToR contains the main responsibilities of the job and the working conditions (e.g., travelling from village to village to collect data).
- Make the necessary changes: The ToR should be reviewed, and its content needs to be made clear to the private sector Partner. All necessary adjustments should be made before finalising for announcement.

2. Recruit the 4S Marketeer

- Announce the recruitment: the announcement to recruit the 4S Marketeer can be done through the Adopting Organisation's network or mainstream human resources sourcing channels such as job websites and HR agencies. However, it is best to look for candidates through target district-level connection/network because the person would already be familiar with the target area.
- Conduct interviews: after shortlisting the applications, potential candidates are invited to an interview either in-person or through an online platform for the Implementation Team to better understand their qualifications. It is the time to ask in detail about their experiences and knowledge, as well as to exchange expectations and concerns, if any.
- Select the best candidate: once all the interviews with the potential candidates are done, the Implementation Team can discuss and select the best candidate.

  Main qualifications to look for:

  » Experience in dealing with local level authorities
  » Experience in talking with villagers and collecting information
  » Openness to the use of digital tools and to organising data
  » Openness and flexibility to work in the way of both NGOs and the private sector
  » Preferably, based in the target area.
- Sign the employment contract: the 4S marketeer should sign an employment contract if they are newly hired. If they are from the Partner's staff, then a new employment contract may not be needed. Instead, the person should understand and accept the ToR of the 4S Marketeer. If there are any concerns, the Implementation Team can consult with available HR experts either from the Adopting Organisation, the Partner, or other partners.

3. Provide the 4S Marketeer with an Orientation and 4S Training

- Training on the 4S Model: this is an initial training to let the 4S Marketeer understand the 4S Model and get them started. They will be trained again, together with the Partner's team, in greater details. This training should nonetheless still cover the whole process and the know-how on the implementation of the 4S Model.
- Orientation on communication and administration processes: in addition to the technical details of the 4S Model, an orientation on how to communicate and report on their duties is needed so that all the team members and people involved can keep track and have a smooth working process.

Tips

Checklist: Best Practice in selecting 4S Marketeer

- Experiences in interacting with people at field: through experiences, 4S marketeer is the person who interact smoothly with people at the field, starting from farmers to village chief and to local vendor in agriculture market. It is the best to hire people who already have experiences in initiating conversations/probing for answers from people at the field. Person who used to conduct survey/research study at the field is also good for this position.
- Flexibility and skill in handling situation: for 4S model, situation at the field and at organisation level can be tricky and require a lot of flexibility. Because the 4S Model tends to be pilot in testing new technology and requires having many meetings and events, the 4S marketeer must be flexible in answering the questions and handling situation with the authority. In this sense, it is the best to hire someone who can quickly observe the situation and act accordingly. The team can test the flexibility and giving out scenario to test out the response from the potential candidate during the selecting process.
- Open to use and adapt with new technology and new ways of working: because 4S Model introduce new way of working to the private sector especially on data collecting, data analysing and data visualization, the 4S marketeer must be open to use new technology and be able to adapt to it. Through the experiences, it can be very hard to work with 4S Marketeer that does not want and have no interest in learning to use new technology.

Reporting Method and Communication platform

- Set up a comfortable reporting method between teams and the 4S marketeer: there are many reports to be done during the implementation of the 4S model and those reports have to be consistent, and these can be complicated if the method of reporting does not get set up properly. Therefore, the team needs to make sure to arrange the most comfortable reporting method such as reporting format, reporting regularity and report documentation process. It is also important not to make too much work that it can burnout the 4S marketeer.
- Communication Platform: from previous encounter, we finds out that e-mail is not the most effective way with the people at field. So, finding a different platform that can send and receive message quickly is really essential. Messaging app such as Telegram, Whatsapp, or Facebook Messenger is proven to be much more effective while working with 4S Marketer.

Tools

- Sample TOR (Annex 1)
- 4S Model Detailed Walkthrough (Annex 2)

G03 Develop Marketing and Branding Materials

Purpose

To create effective marketing and visualization materials that help communicate and push the technology into the hands of target customers.

The Steps

	Methodological Step	Purpose	Output
1	**Conduct Business Calculations**	To quantify the potential profit of the business that rents the technology to smallholder farmers and quantitatively demonstrate that a business opportunity exists in the market.	An Excel file containing potential income and profit, showing that the service provision business (machine rental) is feasible and profitable.
2	**Discuss with the Partner**	To confirm the calculations with the Partner and get extra input if available.	Results of the discussion (business calculations confirmed; and marketing ideas) to contribute to the marketing materials development.
3	**Brainstorm Marketing Materials**	To identify the best branding materials that fit the target market.	List of branding materials to be confirmed and checked
4	**Design, Print, Pilot, Edit**	To test how the market responds to the branding materials and to make improvements, as necessary.	Printed materials distributed in the market, and reports of the responses collected.

Guidance on the Steps

1. Conduct Business Calculations

- Understand the purpose of business calculations: the purpose of business calculations is to find the Return on Investment (ROI), initial investment cost, and initial cost payback time. These numbers are what farmers look for when making decisions to invest in buying the new technology/machinery.

- Getting the essential numbers: to conduct business calculations, important numbers need to be collected. The first source from which to get the numbers is the Partner, and if they do not have them, the Implementation Team can conduct a market research (not too big, but enough to collect relatively accurate information). These important numbers are as follows:
  - » Machine Capacity: the ability of the technology/machine to operate. Normally, this is expressed as units of output or throughput per hour.
  - » Market Opportunity: the time that the technology/machine is needed within a year.
  - » Opportunity for machine to run: the maximum ability that a machine can run in a year, considering that it needs time to rest and for maintenance.
  - » Expenses: costs to operate the technology/machine (both fixed costs and variable costs).
  - » Market value for renting: earning from providing renting services of the technology/machine.

2. Discuss with the Partner

- Confirm the numbers in the business calculations: present the prepared and completed business calculations to the Partner and discuss them with the Partner to confirm the numbers. The insight from the Partner is crucial for validating the numbers because the purpose is for them to integrate the numbers into their business strategy and marketing materials in the future.

- Ideas for marketing materials: propose and discuss the types of marketing materials to be designed and used. Information from the Partner is very important for deciding what kind of materials should be made. The Partner has much more knowledge in the market, which provides a practical insight for the materials' development.

3. Brainstorm Marketing Materials

- Use information from the market research to brainstorm: the marketing materials should be made as appealing as possible to the target audience. During the market research, note down the marketing materials that are being used in the target area to understand how others communicate to the farmers. Additionally, ask a few farmers about the sources from which they normally get their information.

- Establish options and choose: after gathering information on marketing materials that exist in the market, create options, and consider the factors involved in making the materials to choose the best among the options. Important factors to be considered are Budget and Convenience.

4. Design, Print, Pilot, Edit

- Work with the design team: make it clear to the design team that all the important numbers have to be in the best visual position to grab farmers' attention. It is also good to ask the design team for their inputs on how to best present the numbers and information about the technology.

- Work with the printing house:: look for options for the different materials decided to be used and always ask for samples. The look and feel of the materials can give off different impression of your products to the farmers.

- Make adjustment: once the marketing materials are printed, hand them out and record how the audience responds to the materials. If it is deemed not useful, then make adjustment according to the feedback from the market. Keep going with the adjustment, depending on resources, until you find the most effective one.

Tips

Understanding important key terms: if the team has no background in these business calculations or accounting experience, the first step is to understand a number of key terms, such as:

- Income: Profit vs. Revenue
- Expense: Variable cost vs. Fixed cost
- Saving
- Breakeven point
- Initial cost payback
- Return on Investment

These key terms can be studied using various sources on Google or basic business/accounting books.

Tools

Business Calculation Template (Annex 3)

Example

Example of Existing Branding Materials (Annex 4)

Example of Completed Business Calculation (Annex 5)

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G 04 Train the Partner and the Marketeer on the 4S Model

Purpose

For the Partner and the Marketeer to be on the same page with the Implementation Team, regarding the purpose and methods of the 4S Model together with the details and examples of how the model should be implemented.

The Steps

	Methodological Step	Purpose	Output
1	**Prepare for the Training**	To be well-equipped prior to the training.	The trainer(s) and materials are prepared, and activities are planned for the training.
2	**Conduct the Training**	To ensure the Partner and the Marketeer understand the model and its activities.	A successful training

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Guidance on the Steps

1. Prepare for the training

- Review the 4S Model Detailed Walkthrough: the 4S Model Detailed Walkthrough is a document that describes the purpose of the 4S Model and gives its details and tips for all the steps in the model. The team preparing the training must review the document and clarify any questions in advance.
- Review activities to be included: the main activity in the training is to go through the 4S Model from the purpose all through the 4 stages. Also, the data management system supporting the implementation of the model ("the System") needs to be set up during the training (see Guideline 5 for further details). The training should take 3 days with 1 or 2 days allocated to going on the field to test data collection questionnaires and the data input component of the System, and for the trainees to practice data collection by talking to farmers. Consider including other activities inside the 4 stages to enhance the training. These activities can be:
  - » Understanding and practicing sales pitch and
  - » Open discussion on 4S Model implementation with the Partner.

  These could add crucial value to the Partner's aside from the main 4S Model Training.
- Prepare interactive activities: brainstorm activities that engage the participants and ease their understanding of the contents. Interactive activities always help deliver the contents to the participants effectively, so get creative on activities to deliver the training.
- Prepare to handle questions from the Partner: be prepared for various questions from the Partner because the model is new to them; there are always questions and doubts on the feasibility. Try to put yourself and the Team in the Partner's shoes and consider what would be challenging to follow and implement the model.
- Verify participants: it is important to get the right people to come to the training, so always verify that the Partner's hands-on implementation team is joining and that one of the management team members who has decision making authority can join so s/he is aware of how the model is going to be implemented and how the System should be set up for their organisation.

2. Conduct the Training

- Emphasise the objectives and expectations of the training: before going into the details of the 4S Model, make sure the participants understand the objectives of the training and what the expectations are after the training. The participants should understand that they are expected to be able to implement the model and know when and how to ask for support from the Adopting Organisation's Implementation Team.
- Engage participants with interactive activities and conversation: the trainer should always have a conversation with the participants so s/he can understand the participants' previous experiences and draw on relevant points to explain the guidelines for implementing the 4S Model. This way, participants pay more attention and find it easier to apply the model to their current practice.
- Use realistic examples to explain situations and practices: when explaining on steps, such as individual data collection, the trainer can include realistic examples of how data is normally collected on the field (by being polite and using friendly tone with farmers and ask them about their days and current farming season, etc.). Questionnaires should be designed based on the actual situation and the trainer can also use role-playing to practice the designed questionnaire.
- Set up the System: the supporting data management system must be set up for the Partner during the training to save time and so that the Partner's implementation team has a chance to practice and ask questions on how to use it on the spot. Setting up the System after the training is not recommended as it is not effective (the Partner's team may not have fresh knowledge as they may have during the training) and is logistically inconvenient.

Tools

4S Model Detailed Walkthrough (Annex 2)

Example

Example of previous Training activities (Annex 6)

Set Up the Data Management System

Purpose

To set up the IT systems required to record, store, visualise, and analyse data about the market to inform the implementation of the model.

Note: for the 4S Model, Swisscontact uses a customized platform called Bloo as the Database and CRM system to record collected data and track farmers' progress from one stage to another and uses Power BI to visualise the aggregate of the data for presenting to the management level. The System is mainly used by the Adopting Organisation, but some access may also need to be provided to the Partner's team.

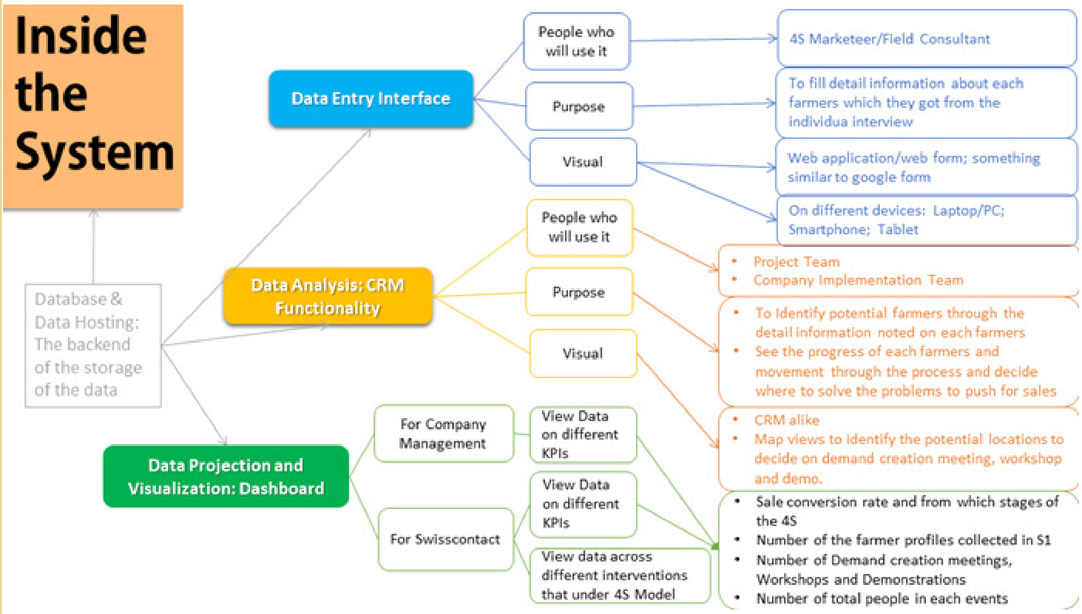
The Steps

	Methodological Step	Purpose	Output
1	**Introduce the System**	To explain the details of the system and its purpose to the Implementation Team.	The Implementation Team understands how the system is used for the 4S Model and can customise it according to their needs.
2	**Add Users into the System**	To add the right persons involved into the system and assign the right roles and accesses.	Relevant persons on the Implementation Team and the Partner's team are added with appropriate roles.
3	**Demonstrate How to Use the System**	To show the users-to-be how to use and operate the System.	The users know how to use the System.
4	**Run a Trial to Detect Issues**	To make sure all uses can access the system as intended without any issues.	Issues, if any, are identified and corrected, and added users can access and fully navigate the system to the extent desired.

Guidance on the Steps

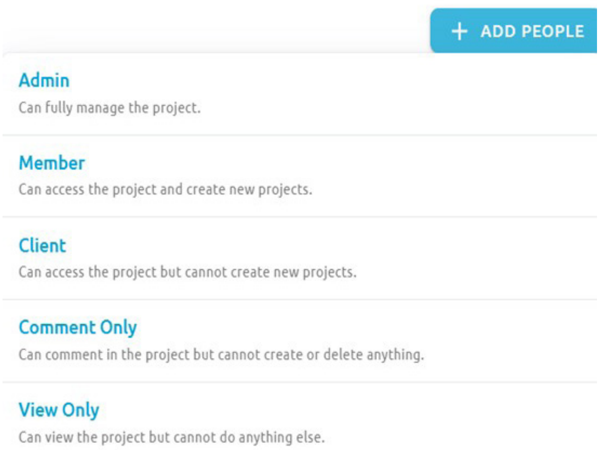
1. Introduce the System

- Explain the structure of the system: the system is divided into two main parts, which are Bloo platform and Power BI. Bloo platform is used for data entry and analysis with a Customer Relationship Management (CRM) interface, while Power BI is used for data visualisation and analysis at a higher level. Explain and make clear to the Implementation Team and the Partner's team members, whatever system the Adopting Organisation uses.
- Explain the system's purposes and types of users: different parts of the system serve different purposes and users according to their functions. Explain the purposes and users as well as how each part would be used during the implementation of the model.



2. Add Users into the System

- Identify the users: get the list of people involved in using the system from the Partner. Information needed includes each person's name and working e-mail (always make sure that the e-mail is correct and working).
- Assign roles and access: the users added to the system need to have different roles and access levels to avoid unintentional (and unauthorized) edition. Below is the list of roles inside Bloo system.



i. Admin: this role is for the people in charge of handling the whole implementation of the 4S Model. This may be an officer from the Adopting Organisation's side and a Manager from the Partner's side. As this role can delete and create new projects at will, always make sure that the person(s) given this role understand how to use the System clearly.

ii. Member: the users added to the system need to have different roles and access levels to avoid unintentional (and unauthorized) edition. Below is the list of roles inside Bloo system.

iii. Client, Comment Only, and View Only: these roles are for the people who should see the project's progress but need to make little to no adjustment. This could be person(s) at the management level who need to check on the implementation from time to time.

3. Demonstrate How to Use the System

- Demo functions in the Bloo System: thoroughly show each function needed to be used for all stages during the implementation of the 4S Model. The team may follow the following flow:

  » Logging in
  » Creating forms
  » Entering data in forms
  » Creating and putting tags on Farmer profiles
  » Creating a Column
  » Importing and Exporting
  » Getting location and map views
  » Changing certain configurations in "Setting" and extra guideline

These are the important functions; however, there could be more to demo depending on time and how the Implementation Team and the Partner's team are catching up. The team responsible for setting up the System can explore it beforehand and select other useful functions to add to this demo list.

- Demo functions in the Power BI system: thoroughly show each function needed to navigate in the Power BI system. As Power BI is used as a dashboard to visualise data, the Implementation Team mainly needs to know how to show data to the management. The team may follow the following flow:

  » Different ways in getting to the dashboard
  » Showing different dashboards
  » Filtering for specific location/criteria
  » Maintaining the dashboard and looking out for errors

4. Run a Trial to Detect Issues

- Verify access: after adding necessary people into the System, make sure that everyone can access the system on their laptop and smartphone. Verify that the users from the Partner's side understand how to log in after they return and how to navigate through the System by themselves.

- Test and fix any errors: the team may ask the added users from the Partner's side to test and to navigate the system to see if there are any problems. Common problems include errors in logging in and not being familiar on how to find certain information.

Tips

- It is recommended that setting up system should be done during the training on the 4S Model as the information is still fresh and the trainers could help with hand-on usage.
- Always remind the attendees from the Partner's side to bring their own laptop and other electrical devices to the training.

Tools

- Guideline on Bloo system (Annex 7)
- Guideline on Power BI (Annex 8)

Prepare the Assessment Plan

Purpose

To continuously monitor and assess the effectiveness of the implementation activities. With the assessment plan designed and agreed upon between the Adopting Organisation and the Partner, the direct implementors from both sides can work together to monitor the activities and ensure the success of deploying the model.

The Steps

	Methodological Step	Purpose	Output
1	**Brainstorm and Set Milestones**	To agree with the Partner on the milestones and other expectations..	Milestones are set and understood by stakeholders.
2	**Set the Monitoring Plan**	To clearly define the plan to monitor the implementation of the model.	Activities Monitoring Plan

Guidance on the Steps

1. Brainstorm and Set Milestones

- Prepare and study for milestones: a milestone is a point where certain activities have been implemented and yielded results. Milestones can be defined in each stage of the 4S Model. Since different technologies and partners may result in different numbers to be achieved, the Implementation Team should study the project and consider possible milestones accordingly. The following table are example points to consider when studying for milestones:

Points	Questions	Implication for milestones
Resources & Timeline	For how many months will the 4S Model be implemented?	Milestones should fall sometime between 1/3 and the middle of the timeline.
Number of people	How many people are expected to come to each meeting?	How many people reached constitute a milestone?

- Note:
  - » There can be many different points to consider, so the Implementation Team is not limited to these two points.
  - » Milestones need to be realistic and feasible according to the timeline and resources. The Implementation Team needs to double check on this matter.

2. Set the Monitoring Plan

- Turn the milestones into a plan: put the selected milestones from the study in their order of achievement. The result will be a plan that has a timeline to show different milestones to be reached and the criteria set for each milestone. This plan will divide the whole implementation period into different periods for monitoring, and the Implementation Team can update or propose changes for improvement to the milestones according to actual situation.

- Confirm with the Implementation Team: the Implementation Team needs to fully understand the milestones and the possibility of reaching them. Encourage the team to ask for clarifications, as well as agree to the plan.

Tips

Always explain to the Partner clearly that this plan will help set expectations for both sides and that by abiding to checking the plan and continuously monitoring it, the project team can improve and make changes on time to ensure the success of the model.

Tools

Sample Assessment Matrix for 4S Model Implementation (Annex 9)

Block 2

Implemetation

The Implementation Block is divided into 4 stages, one for each of the model's 4 S's: Search, Set up, Service Workshop, and Showcase.

Stage 1 (for S1 – Search) focuses on collecting the baseline data and making connections with people in the target location in order to understand the market in that area and lay the groundwork for effective executions of subsequent activities.

Stage 2 (S2 – Set Up) expose the target population to the technology in demand-creation meetings to set up the atmosphere for the technology's sales. The sales become the focus of S3 - Service Workshop in Stage 3, which aims to at least generate sales leads, if not conclusive customers of the technology. Ideally, a few farmers become Service Providers, whose service can then be promoted in Stage 4 (S4 – Showcase). The Showcase is a large-scale technology demonstration event held to showcase the technology and its success so far to a wider audience.

Each stage requires increasing careful planning and preparation and is supported by a cycle of data use, collection, entry, analysis, and synthesis.

STAGE 1

S1 - SEARCH

The first stage is the data collection process to understand the characteristics of the market and the interests of the farmers. The result of the data collection is used to identify farmers with the potential to become Early Adopters of the new technology.

G 07 Collect Information about the Target Area

Purpose

The more is known about the Target Area, the better and more effective the operation will be. Therefore, as much information about the Target Area should be collected as possible.

The Steps

	Methodological Step	Purpose	Output
1	**Conduct Desk Research**	To agree with the Partner on the milestones and other expectations.	A compilation of information, from both offline and online sources, about the Target Area
2	**Conduct Field Activities**	To collect primary data from Key People in the Target Area.	A compilation of information about the Target Area and its Key People.

Guidance on the Steps

1. Conduct Desk Research

- Utilise available resources: a milestone is a point where certain activities have been implemented and yielded results. Milestones can be defined in each stage of the 4S Model. Since different technologies and partners may result in different numbers to be achieved, the Implementation Team should study the project and consider possible milestones accordingly. The following table are example points to consider when studying for milestones.

- Conducting desk research on the Internet:

  i. You can start by using broad search engines, such as Google.com
  ii. Proceed to specific websites, such as the NCDD's in Cambodia, other relevant publications/research papers, and information from other projects in the Target Area
  iii. Look deeper into current trends by going through social media platforms, such as Facebook and YouTube. You may also find some focal persons or get a sense of the current practice in the area.

- Conducting desk research at local archives: there are annual reports produced by government institutions or other works from different projects and NGOs. These contain important data that could be used to aid implementation of the model. Data regarding the Target Area should be available in the office of the district/provincial administration and could be obtained by local officers.

  At the end of these two tasks, you should be able to:

  i. Understand the geography of the Target Area and
  ii. Estimate the number of people and the amount of time to conduct field activities and collect information.

2. Conduct Field Activities

After the desk research, the next step is to go to the field and collect primary data, as well as the latest information about, and the latest trends in, the Target Area.

- Identify and talk to Key People: meeting and talking with Key People in the area—such as officers of the Provincial Department of Agriculture, Forestry, and Fisheries (PDAFF), village chiefs and officers, leaders of farmer cooperatives, and elders in the village—provides insights that allow you to understand the area and its market quickly. Some of these people can be contacted through the organisation's network prior to going to the field. Always ask them for specific names of potential farmers in the area.

- Observe and make a market map: look through the Target Area to identify other market actors in the area. Other Key People, such as leaders of cooperatives or communities, should be noted both in the market map and the System.

- Important locations: noticeable locations for conducting Demand-Creation Meetings (S2 – Set Up), the Service Workshop (S3), and the Large-Scale Demonstration (S4 – Showcase) should be recorded in the System. This can be well-known farmers' houses, farmer cooperative offices, etc.

Tips

Some government institutions may publish relevant reports on their websites so you can search for these documents before asking them.

Before giving out data and report, government institutions always need a reference and a proof of a legitimate purpose on the side of the requesting organization. Therefore, the Implementation Team needs to make sure to use their connections and obtain references from government partners, if possible.

Talk to PDAFF officers and village chiefs: With the PDAFF officers and village chiefs, you need an official letter issued, as backing from a ministry or the government in order to conduct the activity. For a company that does not work with government entities, the letter may be obtained as an administrative letter approving the company's request for a meeting in the Target Area to understand the market. The company may also try to meet them through an informal meeting.

Talk to farmer cooperatives: You can ask for farmer cooperatives' contacts from PDAFF officers, different projects in the area, or farmers. Farmers normally are friendly and helpful. Just make sure to introduce yourself and purpose nicely and in an easy-to-understand manner.

Getting contacts through snowballing: Snowballing method is proven to be the most effective when conducting field activities. The method is to ask one stakeholder to whom you have talked for further information and contacts of other local stakeholders and keep building on the contacts acquired.

Tools

Field activities guiding questions (Annex 10)

Example

Example of Market map (Annex 11)

Collect Farmers' Information

Purpose

After identifying promising farmers from field activities, more details should be obtained through individual interviews. The interviews do not have to be formal and are recommended to be conversational to get the most and accurate information from the farmers. The detailed data from each promising individual will allow you to understand the characteristic of farmers in the location, which is very useful for designing sales and marketing materials.

The Steps

	Methodological Step	Purpose	Output
1	**Design the Questionnaire**	To customise the questionnaire according to target participants and location.	Questionnaire Form.
2	**Enter the Questionnaire into the System**	To input all the designed questions in a fillable form in the System.	Questionnaire Form created in the system.
3	**Collect Farmers' Individual Data**	To collect the farmers' individual data.	Data collected following the Questionnaire Form.

Guidance on the Steps

1. Design the Questionnaire

The questionnaire should be customised according to the technology/machine and the target farmers. For example, if the technology is used with rice, then the questionnaire should be designed to be relevant to rice farmers. Generic questionnaires are not recommended as they can be long and take much more time than necessary for useful data collection.

- Set the criteria for finding Potential Farmers for the technology: based on the study and assessment of the technology in the pre-implementation block, target farmers should be selected according to the technology. To make things clear for the 4S Marketeer and the Implementation Team, a set of criteria for finding Potential Farmers should be created. "Potential Farmers" may include a broad range of people, including those who are interested in (1) purchasing the technology for their own use (e.g., large-scale farmers), (2) investing in the technology for renting (i.e., "Service Providers"), and (3) using the technology, but may not be able to afford it (i.e., the "Service Recipients").

  Guiding questions to set the criteria for Potential Farmers

  » What types of crop does the technology/machinery work on? Is it for annual, seasonal, or perennial crops?

  » Is there a required kind of users for this technology/machinery? (e.g., small-, medium-, or large-scale farmers).

  » What is the value of replacing the current practice in the field with this technology/machinery? What kinds of farmers are facing the problems that the technology/machinery is going to solve?

- Brainstorm the type of information needed to help the farmers make decisions

  » Based on the type of technology and consumers characteristic

  » Answer the questions: What do we need to know about the consumers to be able to effectively communicate with them?

  » It should not be too long or too short; although the more data is gathered, the better it is for analysis. Nonetheless, time constraint is a key matter too.

2. Enter the Questionnaire into the System

- Choose the format for each question: questions can be entered in different formats to make it convenient for data collection. In Bloo system, the questions are entered into "Fields" and there are different formats to choose from.

- Create custom fields for questions: take the brainstormed questions discussed in the previous step and select the right custom field for each designed question.

3. Collect Farmers' Individual Data

- Connect with local stakeholders: reconnect with local PDAFF officers, village chiefs, and leaders of agricultural cooperatives to find the Potential Farmers according to established criteria. Make a list of the potential people to be interviewed in the location. The list should contain their names, addresses, and phone numbers.

- Meet and talk with the Potential Farmers: with the list, the 4S Marketeer can call and ask for the location of the Potential Farmers to meet with them in person. If the phone call does not go through, ask around the village for their home or talk to different farmers that can be found in the village. Once you meet the target interviewee, introduce yourself and the purpose of talking to them. Be friendly and try not to stick strictly the questionnaire flow but instead make it conversational and note down the information you get in any form that is convenient to you.

Tips

Types of custom fields: while basic information about farmers, such as Name, Gender, and Phone number, is easy to enter as custom fields, choosing the right format from some questions can be tricky. Here are some tips on different type of custom fields:

» **Single select:** this type of custom field is best used when you expect the answer to the question to be only one choice or should be one choice out of a definite list of possible answers. For example, there can only be one of two definite possible answers to the question, "Have you heard of the new technology/machinery before?", that is, Yes or No.

» **Multiple select:** this type of custom field is best used when you expect multiple answers out of a list of likely answers to the question. For example, the question "What crops are you growing?" can have one or more of the answers "Rice," "Cassava", "Corn", etc.

» **Checkbox:** this type of custom field is best used to check on a certain set of criteria or conditions. For example, the checkbox could be for whether the interviewee is service provider or not.

» **Star rating:** this type of custom field is best used to estimate interests or the tendency to take actions and change practice, such as in the question "How interested are you in practicing Conservation Agriculture?"

» **Location:** location or the farmer's address can be recorded as you conduct the interview with them using your phone GPS connected to Bloo system by just clicking on the location icon or using a GPS coordinates on Google Maps to pinpoint the location and enter the coordinates later when you enter the data.

Always be conversational instead of conducting a formal interview. Avoid forcing the answer. Make the interviewee feel as much in a friendly exchange as possible.

Little incentives such as Pens/Company branding products etc. are encouraged to be given to the interviewees in exchange for their time.

Tools

Example

Example Sample Questionnaires (Annex 12)

G 09

Prepare Collected Data for Analysis

Purpose

To effectively manage all the collected data through the System.

The Steps

	Methodological Step	Purpose	Output
1	**Data Entry**	To enter the collected data into the System.	All collected data are entered into the system.
2	**Analyse the Data (Preliminarily)**	To get important information from the dataset to inform the next stage.	Notes on important points about the farmers and the market in the Target Area

Guidance on the Steps

1. Data Entry

- Arrange notes: organise the notes from individual data collection according to locations to know how many Farmer Profiles are gained from each village/commune/district.
- Entry and tag the Farmer Profile: start completing the Farmer Profile in accordance with the created questionnaire using the notes gained from individual data collection. Use the set criteria for Potential Farmers to create tags and start tagging while entering data to complete each farmer's Profile. For example, one of the criteria to indicate potential Service Providers is that the farmer is currently renting their machinery so the team can tag relevant farmers as "Potential Service Providers" while entering the data.

2. Analyse the Data

- Analyse for important points: aggregate data can be pulled to show various types of information. For example, the number of farmers who use machinery in a particular area can reflect the farmers' tendency to use technology in their farming practices. Sift through the database and analyse aggregate data related to the characteristics of the farmers and market in the Target Area.

Tips

Create Tags

- Recommended tags to add to farmer profiles are:
  - Potential Service Providers – Farmers who have capability to be service providers; it can be that they are interested or they have resources
  - Potential Service Receivers – Farmers who is interest but may not have resources to be the service providers
  - Not Potential/Not Interest – Farmers who show no interest or not potential by factors such as size of land etc.
  - S1/S2S3/S4 – Each stage of the model can be added as tag so it can be added to those farmers who joined for each stage.
- Tags can be designed based on prefer to the implementation team; however, the purpose is to be able to filter to find the potential service providers faster.

STAGE 2

S2 - SET UP (DEMAND-CREATION MEETING)

This stage focuses on a series of meetings intended to introduce the new technology to Potential Farmers in the Target Area and create the demand for, both buying and renting, the technology.

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G10

Plan for the Meetings

Purpose

Before jumping right into conducting the demand-creation meetings, the 4S Marketeer and the Implementation Team must look at the overall picture and tailor a plan for optimal outreach based on the conditions in the Target Area.

The Steps

	Methodological Step	Purpose	Output
1	**Identify Potential Farmers**	To identify and get an estimate of the number of farmers who may be willing to use or purchase the technology.	List of Potential Farmers to be invited to the demand-creation meeting(s)
2	**Identify Potential Venue(s)**	To select the best venue for the demand-creation meeting.	A number of potential venues to be used for the meeting
3	**Identify Potential Farmers**	To understand the farmers as an audience to be able to have engaging conversations with them at the meeting.	List of the farmers' interests and challenges to support an engaging demand creation meeting.

Guidance on the Steps

1. Identify Potential Farmers

- Verify the criteria of Potential Farmers: confirm the criteria of "Potential Farmers" to be invited to the demand-creation meetings. This depends on the technology being marketed.
- Analyse the data from S1 – Search: analyse the data collected from the previous stage to identify Potential Farmers and estimate their number. Together with their location information, this analysis helps the project team plan the demand-creation meeting(s). Use the Data Management System's filter and tag functions to help with this identification and analysis.
  - » Guiding questions while looking at the data:

Questions	Implication
How many Potential Farmers are there?	How many demand-creation meetings should be conducted in the Target Area? (how many per district). => Deciding the number of meetings in advance helps with the budget and an effective planning.
Where are they located?	Which villages/communes should have the demand creation meeting? => The priority of arranging the meeting should go to the location where are more Potential Farmers.

2. Identify Potential Venues

- Use the map system and information from Key People: with information from S1 , the 4S Marketeer can make a list of potential venues for the demand-creation meetings. Key People, such as village chiefs and PDAFF officers, would be able point that out as well. Compare the options to look for the venue that can secure the highest number of attendees. These venues can be:
  - » The village chief's house
  - » A pagoda or
  - » A well-known farmer's house.
- Having a list of potential venues provides options in case the chosen venue cannot be arranged or is cancelled in the last minute. The list can then point to potential backups.

3. Understand Potential Farmers' Interest and Challenges

- Analyse the data from S1:

Questions	Implication
What are their common challenges?	Knowing the common challenges/problems that the farmers often complain about => Recommend the right solution Note: The conversations at the meetings need to be relatable and engaging as this helps draw the farmers' attention and interests towards the main message about the technology.
What are the common interests and challenges of the Potential Farmers?	▪ What are they looking for? What about their farms are they looking to improve? ▪ What are the most common challenges that farmers in the area talk about? => Knowing the farmer's concerns and perceived/real threats to their livelihood will help you understand their pain points and find a way to make your products relevant.

Tips

- The target audience is most interested when the topic of the conversation is about helping them address their concerns/problems and about opportunities to earn more in a feasible way.
- The common interests and challenges can be treated as the focal topics of the S2 meeting in each location. It is helpful to communicate the meeting's topics to the audience prior to the meeting. This can spark their interests and motivate them to show up at the meeting.

G 11

swisscontact

Prepare for the Meetings

Purpose

To ensure the meetings will progress smoothly and yield expected results.

The Steps

	Methodological Step	Purpose	Output
1	**Contact Key People**	To inform and get support from them.	Key People are informed and offer their support.
2	**Arrange for the Venue**	To identify and book a suitable venue for the meeting.	Venue booked.
3	**Invite Target Participants**	For them to come to the meeting.	Target participants are invited; a list of them is prepared, with the number of participants expected to show up.
4	**Design the Meeting Flow**	To set the flow for a smooth meeting.	Meeting flow designed.
5	**Prepare the Materials & Logistics**	To get all the necessary materials and logistical arrangements for the meeting.	Necessary materials and logistical arrangements are prepared.

Guidance on the Steps

1. Contact Key People

- Contact Key People: reconnect with the Key People (PDAFF Officers, village chiefs, etc.) met in S1, either through the telephone or other methods, to inform them about the meetings and ask for coordination help, such as venue suggestion, participant invitation, etc. Some of the main purposes are to get permission (see below) for conducting the meetings and to get support in securing participants' invitation and attendance.

- Permission to conduct the meeting: different locations may require different processes for getting the permission to the conduct the meetings. The Implementation Team has to contact the village chief and relevant local authorities to know what to do to gain permission. Some villages require an official letter, while others only require a purpose/mission letter as proof of the stated purpose of the meetings (politics remains a sensitive subject).

2. Arrange for the Venue

- Review potential venues and select: from the list of potential venues identified in the planning process, select the best depending on relevant criteria (the venue is easy to find, has facilities for a convenient meeting, etc.). It is also best to look at the map to see the distance between the target participants and the venue.

- Use support from Key People to book and rent: consult with the relevant Key Person to gain practical insight and then to identify the selected venue's owner to get permission and sort out the rental process.

3. Invite Target Participants

- Invite through Key People: village chiefs and agricultural cooperatives' leaders are the best contacts through whom to invite people to join the demand-creating meetings. Connect with them and ask for their support in inviting people. Be prepared to have the meeting objectives and purpose in writing and to take time to explain these to the Key People because it will help them when they invite the farmers.

- Invite through contacts from individual data collection: if there are established connections with Potential Farmers during individual data collection, make sure to call and personally invite them to join the demand-creation meeting(s).

4. Design the Meeting Flow

- Review relevant information from the database: review the concerns and challenges identified in the planning process. Also review the additional relevant information from the database, if any, such as the solutions in which the farmers are interested and about which they would like to know more.

- Discuss within the Team to create the meeting flow: a good meeting flow lets the audience understand clearly what the meeting is about and what they could get from it, as well as makes the participants stay until the end of the meeting. The Implementation Team needs to discuss and come up with the best way to start the meeting, ideally something that would pique the participants' interest, and follow with something to keep them engaged and make them want to know more.

  The goals of the demand-creation meetings are to make sure the participants know the technology and how it is helpful to them and, ultimately, to generate demand. (See Guideline 12, especially Methodological Step 2).

5. Design the Meeting Flow

- Create a checklist for all necessary materials: look at the meeting flow and see what activities are on the agenda and find out what are needed for those activities. Create a checklist of all the needed materials and prepare them accordingly. These could be presentation slides, posters, videos, print materials, survey questionnaires, a participant registration list, etc. The registration list format is deferred from one partner to one partner and from one technology to another; however, the basic info shall be name, contact and location. The extra information should be tailored to the partner preference and the technology. See Annex 14 for example of participant list from two different partners.
- Logistical arrangements: food and drinks (e.g., as refreshments) should be provided at the meetings, so the team needs to arrange for these beforehand. It is most convenient to get these from local vendors or markets.

TIps

Inviting Participants: reach out to crop associations' and farmer cooperatives' members for help as they are farmers themselves and are well-connected with farmers in the area.

Locating printing houses and relevant shops (e.g., for stationery or electronics) near the venue can come in handy too for sudden needs.

Tools

Administrative letter Sample (Annex 13)

Example

Example of S2 Meeting Participant List (Annex 14)

Example of Slide for S2 Demand Creation Meeting (Annex 15)

Example of Videos to show participants (Annex 16)

G 12

Conduct the Meeting

Purpose

To expose the target population to the technology and create demand for buying and using it.

The Steps

	Methodological Step	Purpose	Output
1	**Follow the Prepared Meeting Flow**	To be organised and to conduct a smooth meeting.	Meeting conducted smoothly
2	**Present the Technology to Create Demand**	For the participants learn about and become interested in the technology.	Participants understand and demand to know more about the technology.
3	**Survey the Audience**	To understand the audience's reception of the presentation and learn from this stage to inform the next	Useful information is gathered about the participants and their interests in the technology.

Guidance on the Steps

1. Follow the Prepared Meeting Flow

Follow the meeting flow designed in the preparation process. This should allow the Team to conduct a smooth demand-creation meeting. Nonetheless, the flow should be adjusted or modified to suit the actual circumstances. The following two steps provide guidance on the core parts of the meetings.

2. Present the Technology to Create Demand

- Articulate problems and introduce solutions: after the formal introduction into the meeting, such as describing its backgrounds and objectives, the presentation should start with articulating the problems and challenges that are happening in the area. Storytelling is the most effective method to introduce the problems and make it relevant to the audience. The presenter is highly encouraged to raise questions and ask for opinions along the way to help to maintain the audience's attention and avoid the presentation going out of context.
- Show the technology/machine in action: a visual presentation of the technology at work is very helpful to farmers for them to understand how the technology functions. There are different ways to provide this visual presentation, such as through pictures on leaflets or through videos on a smartphone, a laptop, or a projected screen. Be creative on how to show the pictures and videos to the participants.
- Confirm the needs: the end of the presentation should be a question to leave the audience wanting to know more about the technology as a preferred solution to their current challenges. Note down any doubts or hesitation from the farmers and ask them about their priorities in solving the issues.

3. Survey the Audience

- Registration on the participants list: ask all the participants to write their name and contact details on the participants list.
- Mass survey by asking questions: at the end of the meeting, ask generic questions to survey interests and reactions from the audience. The questions should be close Yes/No questions, and the presenter should have participants raise their hands to answer. Always assure them that there is no right or wrong answers and that the Team only wants to know their opinions to improve. These questions could be:
  - » Do you think the new technology can help solve your current issues/challenges?
  - » How many people are interested in becoming service providers?
  - » How many people think they are interested in trying and receiving services based on the new technology, if available?
- Take notes of important points and information: take notes of farmers' opinions and information about their most common challenges in the current farming practice: What are they looking for? What piqued their interests? What else do they want to know? etc.
- Go further with those who show interests: open for 1-1 conversations or approach those who show interests to have a further talk and, if possible, gather information that can be used for building their Farmer Profile in the System.

Tools

S2 Meeting Note Template (Annex 17)

G 13

Post-Meeting Activities

Purpose

To input all information and data gathered from the meeting into the System for future analysis and to transition from S2 to S3.

The Steps

	Methodological Step	Purpose	Output
1	**Data Entry**	To transfer all data and information collected into proper places in the System.	All data and information collected from the meeting are entered into the System.
2	**Write S2 Synthesis Note**	To record, organise, and analyse the results from S2 meetings and to inform the plan for S3.	A complete Synthesis Note for S2.

Guidance on the Steps

1. Data Entry

- Verify participants' info with the database: verify the participants' information with the Farmer Profiles in the database using either their name or phone number. Create new Farmer Profiles for new farmers. If a participant already has a Farmer Profile, simply add new information and notes to the existing profile. This includes important information such as their wanting to buy the machine, wanting to use the technology, or expressing challenges in using the machine.
- Add appropriate tags to the profiles: with new information gathered from the demand-creation meeting, add tags to the profiles: "Potential Service Providers", "Potential Service Recipients", etc..
- Record particulars of the meetings' overview: the overview of the meeting also needs to be recorded in the System. This includes information gained from the mass survey, such as participants' reactions to the meetings.

2. Write S2 Synthesis Note

- Analyse the information from the database: after data entry, look at the aggregate data for important information such as the number of Potential Service Providers, the number of Potential Service Recipients, and where are they located.
- Include important points from the meeting notes: include important points from the meeting notes recording farmers' opinions, especially on current challenges and issues in farming.
- Recommended points for S3- Service Workshop:

Questions to answer	Recommendation
How many Potential Service Providers should be invited to S3 – Service Work-shop from this location?	Whether an S3 Workshop should be set up in this location.
What are the main pain points/challenges for the farmers in the location? What is their opinion on the solutions?	Consider how the new technology/machinery can tackle the main pain points and how to align this with the farmers' opinions
What is the current market trend in the location?	Incentives for the farmers to come/A "hook" that can draw the farmers' attention to the technol-ogy.
What is the current farming practice?	Best time to conduct the S3 Workshop when target farmers are not busy on the fields.
What are their biggest concerns when it comes to buying and using new technolo-gy/machinery?	Possible ways to address the pain points of the target customers.

STAGE 3

S3 - SERVICE WORKSHOP

This stage focuses on a pitching workshop with hands-on technology trial session to get buy-in and close sales with potential buyers, who will potentially become Service Providers.

G 14

Plan for the Workshop

Purpose

To prepare a proper strategy to gain qualified sales leads from among the Potential Farmers and convince them to become Service Providers.

The Steps

	Methodological Step	Purpose	Output
1	**Identify Potential Early Adopters**	To decide how many S3 Workshop to hold, and where.	A list of farmers who are interested in purchasing the technology, either for their own use or for providing services.
2	**Identify Venue Options and Time Window**	To find the venue and time window most suitable for the workshop.	Potential venues and a suitable time window for the workshop are identified.
3	**Understand Potential Early Adopters' Challenges and Pain Points**	To create a sales pitch most relevant to the Potential Early Adopters' challenges	A list of the target participants' challenges and pain points.

Guidance on the Steps

1. Identify Potential Early Adopters

S3 Workshop primarily targets Potential Farmers who have a good chance of becoming Service Providers, so participants have to be carefully selected.

- Review Farmer Profiles in the database: go through Farmer Profiles in the database and select those with high interests in purchasing the technology or those tagged as Potential Service Providers.
- Define target workshop location according to target farmers' locations: group the farmers according to their locations as shown on the map in the System. Locations with a high number of selected farmers should be the target locations to conduct the S3 Workshop. With the number of Potential Farmers and their locations, decide how many workshops should be conducted and in which areas. Use the synthesis note from S2 to help.

2. Identify Venue Options and Time Window

- Venue options: for the target locations identified, create a list of options for venues where the project team can host a lunch meeting and a proper venue to pitch the technology in detail where the guests can see how the machine is operated and have a chance to try it.
- Time window: be aware of the farming season and avoid hosting your S3 Workshop when the farmers are busy, such as within a harvesting or planting season. The possibility of them showing up would be low. Different locations have slightly different conditions and busy periods, so make sure to talk and gather this information from the Key People. Use the synthesis note from S2 to help.

3. Understand Potential Early Adopters' Challenges and Pain Points

- Identify and understand challenges: use the information in the database to identify the common challenges in the selected location. Review the synthesis note taken from S2 meeting to compare and note down the solutions that have been discussed. These challenges could help the implementation team understand the situation of the farmers in the location and draw a conclusion on how the new technology/machinery can enter this particular market.
- Identify pain points: from the challenges, identify the pain points for farmers in buying and using the new technology/machinery. These pain points are the things stopping them, which could be financial difficulties, concerns over cost recovery etc. With the list of pain points, the Implementation Team can design solutions and prepare effective audience-specific sales strategy to help close sales during the workshop.

Tips

Understanding Pain Points

- What is Pain Point? A pain point is a specific problem that prospective customers of your business are experiencing. It is the problem that holding your customer from buying your products and you cannot close that sale.
- Each lead/customer has different pain point, and it is very crucial for sale to discover that pain point to close the sale or else the lead will go cold and be gone.
- Not all prospects will be aware of the pain point they're experiencing, which can make marketing to these individuals difficult as you effectively have to help your prospects realize they have a problem and convince them that your product or service will help solve it.
- Although you can think of pain points as simple problems, they're often grouped into several broader categories. Here are the four main types of pain points:
  - Financial Pain Points: your prospects are spending too much money on their current provider/solution/products and want to reduce their spend
  - Productivity Pain Points: your prospects are wasting too much time using their current provider/solution/products or want to use their time more efficiently
  - Process Pain Points: your prospects want to improve internal processes, such as assigning leads to sales reps or nurturing lower-priority leads
  - Support Pain Points: your prospects aren't receiving the support they need at critical stages of the customer journey or sales process.

  More on this: Pain Points: How to Find and Solve Your Customers' Problems (wordstream.com)

Prepare for the Workshop

Purpose

To ensure the workshop will progress smoothly and yield expected results.

The Steps

	Methodological Step	Purpose	Output
1	**Contact Key people**	To inform and get support from them.	Key people are informed and offer their support.
2	**Arrange for the Venue**	To identify and book a suitable venue for the workshop.	Venue booked
3	**Invite Target Participants**	For them to come to the workshop.	Target participants are invited.
4	**Invite Target Participants**	To have a presentation that can convince the participants to become Service Providers.	Sales deck prepared
5	**Invite Target Participants**	To set the flow for a smooth workshop and help identify all the needed materials.	Workshop flow designed.
6	**Invite Target Participants**	To get all the necessary materials and logistical arrangements for the workshop.	Necessary materials and logistical arrangements are prepared and ready for use in the workshop.

Guidance on the Steps

1. Contact Key people

- Contact Key People: reconnect with Key People (PDAFF Officers, village chiefs, etc.) from previous stages, either through the telephone or other methods, to inform them about the Workshop and ask for coordination help, such as venue suggestion and participant invitation. Some of the main purposes are to get permission for conducting the Workshop and to get support in securing participants' invitation and attendance.
- Permission to conduct the Workshop: different locations may require different processes for getting the permission to the conduct the Workshop. The Implementation Team has to contact the village chief and relevant local authorities to know what to do to gain permission. Some villages require an official letter, while others only require a purpose/mission letter as proof of the stated purpose of the workshop (politics remains a sensitive subject).

2. Arrange for the Venue

- Review the venue options and select: from the list of venue options identified during the planning process, select the best depending on relevant criteria (the venue easy to find, has facilities convenient for the Workshop, etc.).
- Use support from Key People to book and rent: consult with the relevant Key Person to gain practical insight and then to identify the selected venue's owner to get permission and sort out the rental process.

3. Invite Target Participants

The Implementation Team needs to make sure to get most, if not all, of the farmers on the list (created in the planning process) to join.

- Invite through Key People: the best way to ask the farmers to come is through people in their network with whom they are already familiar. The local authority or leaders of cooperatives are among the best sources through whom to get the target participants to come.
- Invite directly through calling and invitation letters: the project team can also reach out to farmers directly through phone calls or go to their house and personally hand them an invitation letter with their name on it. This way is proven to be more effective for a high attendance rate as people are addressed personally.
  - » Note: the techniques for inviting participants for the S3 Workshop are to make the farmers feel its importance and to talk only business that would benefit them.

4. Prepare the Sales Deck

One of the main elements in the S3 Workshop is to convince the farmers to become Service Providers for the new technology/machinery. Visual documents are the best for getting the points across to them.

- Decide what contents go on the slide deck: Remember that this presentation deck will serve as a pitch to the target farmers, so the contents and information need to be selected according to how relevant, easy to understand, and interesting they are to the target farmers. It should not be in form of a presentation to tell, but a pitch to sell the idea and, ultimately, the product.
- Design for the best flow and visual effects for the target audience: The way the contents are presented on the deck should also be interesting and easy to understand. Look for a way to tell a story of problems and solutions that is most relevant and relatable to the audience. The beginning and the end of the pitch are the most important points.

5. Design the Workshop's Flow

- Discuss with the team to create the Workshop's flow: the meeting should start with something that hooks the audience's interests. Sit down with the team to design how the meeting should go and what should be in the meeting (according to the target audience' interest).
- Main Activities: the two core activities in the S3 Workshop are the pitch and the opportunity for the participants to experience the technology. Design the flow to make these main activities as interesting as possible.

6. Prepare Workshop Materials & Logistics

- Create a checklist for all necessary materials: look at the activities in the workshop's flow and list what are needed for each activity. Create a checklist of all the needed materials and prepare them accordingly. These could be the sales pitch deck, slide shows, posters, videos, print materials, survey questionnaires, a participant registration list, etc.
- Logistical arrangements:
- Trial plot: check the trial plot where interested farmers can try the new technology/machine on the day of the workshop. Sometimes the land needs some preparation and arrangement for the technology/machinery to run smoothly.
  - Trial plot: check the trial plot where interested farmers can try the new technology/machine on the day of the workshop. Sometimes the land needs some preparation and arrangement for the technology/machinery to run smoothly.
  - Team to run technology/machinery: arrange a team to test the running of the technology/machinery. Prepare a focused flow and risk management procedures for the participants' trial use or test of the technology.
    - Flow: set the procedure for farmers to try the machine and limit the number of farmers who can try and the period for each trial.
    - Risk Management: ask experts about what could go wrong while the technology/machine is being trial run and prepare quick response procedures and backup solutions in case any problems occur.
- Food and Drink: lunch should be provided at the S3 Workshop. Arrange for the lunch tables, food, and drinks. These usually take at least a week's advance booking to get from local vendor(s). Note: lunch is important because it makes the farmers stay until the end and provides an opportunity for the sales team to talk with sales leads in a more personal atmosphere, which helps close sales. One sale means one Early Adopter in the area who can take part in the next stage.

Tools

Example

Example of S3 Invitation letter (Annex 18)

Example of Permission letter (Annex 19)

Example of S3 Sale Deck (Annex 20)

Example of Experience Technology (Annex 21)

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Conduct the Workshop

Purpose

To get at least one Potential Farmer to become an Early Adopter (preferably as a Service Provider) and generate sales leads for the technology.

The Steps

	Methodological Step	Purpose	Output
1	**Follow the Prepared Workshop's Flow**	To be organised and to conduct a smooth workshop	Workshop conducted smoothly.
2	**Deliver the Sales Pitch**	To present the technology/ machine in the most convincing way to get Early Adopters in the location.	Participants are interested in buying technology/machinery and in becoming Service Providers.
3	**Participants Experience the Technology**	To get potential buyers to try using the technology/ machinery.	Interested participants get to try the new technology/ machinery.
4	**Survey the Audience**	To collect feedback and additional information from participants for further analysis.	Useful information is gathered about the participants and their interests in investing in the technology.
5	**Sales Team Closes Sales**	To push for a closed deal to gain an Early Adopter/ Service Provider.	Sales team talks to sales leads to know their status and convince them to become an Early Adopter (as a Service Provider, preferably).

Guidance on the Steps

1.Follow the Prepared Workshop's Flow

Follow the workshop's flow designed in the preparation process. This should allow the Team to conduct a smooth and coherent workshop, leading to some participants becoming Early Adopters of the technology. Nonetheless, the flow should be adjusted or modified to suit the actual circumstances. The following steps provide guidance on the core parts of the workshop.

2. Deliver the Sales Pitch

- Know the nature of a good pitch to farmers: the pitch needs to be short and easy to understand. Big farmers do not want to waste their time. They look for someone they can trust and not someone who is just trying to sell them the products. Therefore, arrange your pitch to go straight to their pain points per preparation, using their language.
- Know the right target farmers: observe all the participants and use your best judgement to identify those with the highest chances of becoming customers. Use small conversations to assess their interests and learn whether the person is really interested in buying or just browsing through. Do not pitch to someone who does not seem interested, as it will only waste your energy and effort.
- Use the visual from marketing materials to help: providing the participants with a visual representation of key numbers and the machinery on paper will help them understand better and not feel lost along your pitch. Emphasise the points that benefit them, such as business opportunities to be Service Providers.

3. Participants Experience the Technology

- The trial team demonstrates machine use to farmers: the team will first show how the technology/machinery is operated.
- The trial team helps participants try the machine: open the opportunity for participants to try, by following the flow and risk management procedures arranged in the preparation process. The trial team should also stand ready to assist during the farmer's test uses.

4. Survey the Audience

- Registration on the participants list: ask all workshop participants to write their name and contact details on the participants list.
- Mass survey by asking questions: at the end of the workshop, ask generic questions to survey the audience's interests and reactions. The questions can either be close or open questions because participants in the S3 Workshop are potential Service Providers and there usually are not too many of them to make open questions unfeasible. These questions could be:
    - » Do you think the new technology can help solve your current issues/challenges?
    - » How many people are interested in becoming service providers?
    - » Do you need more information, or do you still have doubts about becoming Service Providers?
- Take notes of important points and information: take notes of farmers' opinions and information about their pain points in becoming Service Providers: What do they most complain or are concerned about? etc.

5. Sales Team Closes Sales

- Identify Sales Leads: the sales team from the private sector Partner's side has the role of looking for participants who are most interested in or who have high chances of becoming buyers. Throughout the whole workshop, identify those who show interests, especially those who get to try the new technology/machinery. The team can also note those who have joined the previous meeting and have once again come to the workshop.
- Pitch to close sales in a 1-1 talk: after the workshop activities have wrapped up, during lunch, the sales team can go around and talk to the identified leads. They can start with asking about each lead's interests and opinions and provide further detailed information. Then, the team can proceed to closing the deal, if possible, or at least to gathering enough information to set status on whether the leads are still worth pursuing or not.

Tips

Understanding Leads

- A lead is a person who is currently is not a client but may eventually become a client.
- When a company conduct marketing campaign, they are expecting to gain leads from the activities.
- Because Leads do not mean sales, Lead need to be qualify so sales can focus on the right lead that will certainly become client.

Understanding Status on Leads

- Several factors determine the quality of the sales lead, such as the accuracy of the contact information, the incentive used to motivate the prospect, and whether the prospect was aware of the sales opportunity at the time they responded.

Tools

S3 Workshop Note Template (Annex 22)

G 17

Post-Workshop Activities

Purpose

To input all data and information gathered from the workshop into the System for future information and analysis and leverage the workshop's momentum for the Partner's sales.

The Steps

	Methodological Step	Purpose	Output
1	**Data Entry**	To transfer all data and information collected into proper places in the System.	All data and information from the workshop are entered into the System.
2	**Identify Sales Leads and the Corresponding Strategies**	To clearly record the leads for following up, so they can become Early Adopters.	All leads are identified with information to push for closing the sales.

Guidance on the Steps

1. Data Entry

- Verify participants' info with the database: verify the participants' information with the Farmer Profiles in the database using either their name or phone number. Create new Farmer Profiles for new farmers. If a participant already has a Farmer Profile, simply add new information and notes to the existing profile. This includes important information such as their wanting to buy the machine, wanting to use the technology, or expressing challenges in using the machine.
- Add appropriate tags to the profiles: with new information gathered from the workshop, add the estimated likelihood (i.e., in percentage) of the person buying the technology to their profile.
- Record detail of the meeting overview: a summary of the workshop also needs to be recorded in the System. This includes information such as participants' overall reactions solicited through the survey.

2. Identify Sales Leads and the Corresponding Strategies

- Identify Leads: after data entry, look for potential Service Providers that have been recorded with high percentages of closing sales and support them to become Early Adopters. Identify the number of these leads and set the dates to follow up on the progress of each.
- Note down pain points and recommend possible solutions (sales strategies): for each farmer that has the potential to purchase the technology and become a Service Provider, note down their pain points, if any. Understanding their pain points will help the team understand the reason why they would hesitate in buying, and help the team find possible solutions to push for sales and them becoming Service Providers.

Tips

The private sector Partner's sales team needs to pick up: After the S3 Workshop, leads are generated with information for the Partner's sales team to analyse and follow up to close sales. This is no longer the job for the 4S Marketeer but for the Partner's sales team. The 4S Marketeer will provide supports in help closing the deal.

STAGE 4

S4 - SHOWCASE (LARGE-SCALE DEMONSTRATION)

The Showcase is a large-scale technology demonstration event for all relevant stakeholders to know the new technology. It is a platform for Service Providers and farmers to meet and to see the technology in action.

G 18

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Plan for the Showcase

Purpose

To prepare a proper workplan to conduct the Showcase smoothly with maximum impacts.

The Steps

	Methodological Step	Purpose	Output
1	**Prepare an Invitees List**	To gather all the possible relevant participants in the Target Area.	List of expected participants to join the Showcase
2	**Identify Venue Options based on Demography**	To find the most suitable and favourable location for the demonstration	Venue options identified.
3	**Plan Out the Showcase's Logistics**	To make sure all aspects of the big event are properly materially supported.	All logistical arrangements are planned out in advance.

Guidance on the Steps

1. Prepare an Invitees List

The S4 Showcase requires many participants, generally 100+ people, so in each showcase every relevant farmer should be informed and invited to join the event.

- Identify the number of relevant farmers in the location: through the database, the project team can filter for farmers for whom the new technology/machinery is suitable. Choose the location where there are many relevant farmers.

2. Identify Venue Options based on Demography

- Use the System and information from Key People: with information from S1 – Search and location data in the System, the 4S Marketeer can make a list of potential venues for the S4 Showcase. Key People, such as village chiefs or PDAFF officers, would be able point out good venue options. Compare the options on the list to look for the venue that can secure the highest number of attendees. The venue for the large-scale demonstration should be well known to the people in the area and be large enough for demonstrating the technology use. These potential venues can be:
  - » Well-known plots near the big road or
  - » Plots of well-known farmers.
    - ➢ Note: having a list of potential venues provides options in case the venue first chosen cannot be arranged or is cancelled in the last minute. The list can quickly point to potential backups.

3. Plan Out the Showcase's Logistics

- Create a checklist for all logistical arrangements needed:
  - » For Venue: the venue for S4 Showcase must be big enough for gathering a large crowd and needs a large tent for shades and chairs for seating.
  - » For Participants: for them to understand and easily follow the points from the Showcase, they should be provided with brochures containing information about the new technology/machinery. Others complementary items, such as snacks and drinks, should also be provided, based on resources and the scale of the Showcase.
  - » For Activities: prepare a plan on how to ensure smooth activities. The plan can include having loudspeakers, a big screen, and big printed presentation decks to show to the crowd.
  - » For Documentations: prepare a plan on how to register all the participants' names and contact details and record their interests.

Tool

S4 Showcase Participant List Template (Annex 23)

G 19

Prepare for the Showcase

Purpose

To ensure the Showcase will progress smoothly and yield expected results.

The Steps

	Methodological Step	Purpose	Output
1	**Contact Key people**	To inform them about the Showcase and get their support.	Key People are informed and offer their support.
2	**Arrange for the Venue**	To identify and book a suitable venue for the event	Venue booked
3	**Invite Target Participants**	To get as many farmers to come to the Showcase as feasible.	Farmers in the area invited as participants.
4	**Design the Showcase's Flow and Activities**	To have an engaging event that effectively promotes the technology.	Activities and flow of the Showcase are designed.
5	**Prepare Event Materials & Logistics**	To get all the necessary materials and logistical arrangements ready for the Showcase.	Materials are prepared and logistical arrangements are made, ready for the Showcase.

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Guidance on the Steps

1. Contact Key People

- Contact key people: connect Key People from previous stages to inform them about the Showcase and ask for coordination help, such as venue suggestion and participant invitation. The main purposes are to get permission for conducting the Showcase and support in securing the invitation of participants.
- Permission to conduct the event: different locations may require different processes for getting the permission to the conduct the event. The Implementation Team has to contact the village chief and relevant local authorities to know what to do to gain permission. Some villages require an official letter, while others only require a purpose/mission letter as proof of the stated purpose of the event (politics remains a sensitive subject).

2. Arrange for the Venue

- Review the venue options and select: from the list of venue options identified during the planning process, select the best depending on relevant criteria (large field for the machine demo, easy to find, etc.).
  - » Note: the venue for the S4 Showcase must be spacious enough to set up a tent for the participants and for demonstrating the technology/machine use for participants to see.
- Use support from Key People to book and rent: consult with the relevant Key Person to gain practical insight and then to identify the selected venue's owner to get permission and sort out the rental process.

3. Invite Target Participants

- Design Simple Leaflet/Brochure with showcase date and location: prepare a simple informative leaflet/brochure that can be distributed to general people. On it should indicate the date, time, and location with the image of technology/machinery for farmers to quickly understand and notice. If there are any interesting activities such entertainment or drawing prepared, make sure to include it too.
- Invite through Key people: as in previous stages, inform Key People in the area and ask for their support in spreading the information about the showcase. Provide them the leaflet/brochure to keep for giving to other farmers.
- Spread and give out leaflet/brochure in public: stick the informative leaflet at public places such restaurant or coffee shop or anywhere that known for farmers to usually come in.

4. Design the Showcase's Flow and Activities

- Gather information from the database: you can understand the interests of the farmers in the area by looking at the collected information in the database. Look for information that will tell what kind of activities or events will attract their attention. For example, Yee Chhun (a local farming machine seller) has included entertainment activities, such as singing and boxing, in its events because the people in its area like those activities.
- Technology/Machinery demonstration: arrange a team to conduct machine demo to show the new technology/machinery's functions and how it operates. Unlike the S3 Workshop, the team do not need to prepare for farmers to test the new technology/machinery.
- Discuss within the team to create the event flow: the design of the Showcase flow should start with something that captures the audience's attention. Sit down with the team to design how the Showcase should go and what should be on the agenda, according to the target audience's interests. It is highly encouraged to include entertainment activities that will be enjoyable and memorable to a big audience, rather than having only the technology demonstration.

- Introduce the Early Adopters (Service Providers & Potential Service Providers): if there are farmers who have bought the new technology/machinery to use on their own farms or have begun providing services (i.e., successful sales from the preceding stage), this is the chance to invite and introduce them to the people in the same area. These Early Adopters can provide testimonials, which are much more influential to other farmers in the area than pure advocacy by the Implementation Team. This creates more demand for the new technology/machinery and helps the Service Providers get more clients.

5. Prepare Event Materials & Logistics

- Review the checklist for materials and logistics: review the checklist prepared in the planning process and add or remove any materials according to planned activities. Add how and where the team will be getting all the materials and make the logistical arrangements.
- Logistical arrangements:
  - Trial plot: check the trial plot where the new technology/machinery demo will run during the Showcase event. Sometimes the land needs some preparation and arrangement for the technology/machinery to run smoothly.
  - Team to run technology/machinery: arrange a team to test the running of the technology/machinery. Prepare a focused flow and risk management for the technology/machinery demo.
    - Flow: arrange what functions or operation will be shown on the event day, and how they are to be shown.
    - Risk Management: ask experts about what could go wrong while testing and showing the technology/machinery and prepare quick response procedures and backup solutions in case any problems occur.
- Get all the materials and make all logistical arrangements according to the checklist: go through the reviewed checklist and start the process of getting each item such as renting the tent, chairs, and speakers; printing documents; buying snacks and drinks etc.

Tool

Example

- Example of S4 Invitation letter (Annex 24)

Conduct the Showcase

Purpose

To promote the new technology and new Service Providers in the Target Area and generate more and wider demand in the buying and using the technology.

The Steps

	Methodological Step	Purpose	Output
1	**Follow the Prepared Showcase Flow**	To be organised and conduct a smooth showcase.	The showcase is well organised and conducted smoothly.
2	**Showcase the Technology**	To expose the participants to the technology's capabilities and get them interested in it.	The new technology/ machinery is shown to participants.
3	**Survey the Participants**	To understand the audience's reception of the event and collect more information for further analysis.	Useful information is gathered about the participants and their interests in using or investing in the technology.

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Guidance on the Steps

1. Follow the Prepared Showcase Flow

Follow the event flow designed in the preparation process. This should allow the Team to conduct a smooth Showcase. Nonetheless, the flow should be adjusted or modified to suit the actual circumstances. The following two steps provide guidance on the core parts of the event.

2. Showcase the Technology

- Introduce the technology/machine: with the technology/machine positioned at the venue, introduce it to the audience. Describe the functions of the technology/machine and include part of the pitch to Potential Farmers to become Service Providers in this process. Introduce the Service Providers, if any, whom farmers can approach if they are interested in renting the service on the new technology/machinery. Marketing materials from S3 are highly encouraged for use during the introduction..
- Demonstrate the technology/machine use: after the introduction, demonstrate the abilities of the technology/machinery on the prepared plot. Engage the audience to see how it operates by continuing to curate the demonstration with relevant information beneficial to them, and follow the flows arranged in advance.
- Testimonials from Early Adopter/Service Providers: machine use: besides being introduced and speaking at the beginning, the Early Adopters/Service Provides can also be invited to talk after the demonstration to validate the demonstration by sharing their actual experience with the participants.

3. Survey the Participants

- Registration on the participants list cation: ask all event participants who to write their names and contact details on the participants list.
- Categorize participants: there are 3 main type of participants expected in the Showcase. Categorize them accordingly:
  - » Those interested to buy (Potential Service Providers): those who are asking more questions and information about the technology/machinery after the event.
  - » Those interested to buy (Potential Service Providers): those who are asking on how they get try the machine and whether they could rent it from someone.
  - » General Awareness: participants who only attend to see and not showing any signs of interest to buy or to rent.
    - ➢ Note: the way to categorize them can be through observation and conversation and noting down when farmers come to ask the team about wanting to make a purchase or receive the service. Other participants should be set as having "general awareness", unless there is information to indicate they are in the previous two categories.
- Mass Survey: conduct a mass survey about the participants' overall reaction to the Showcase. It could be done by asking questions and let the participants raise their hands or by asking a selected number of them to give their opinions then ask whether others agree. The team can get creative about how to do this; the idea is to get a reliable understand of the participants' reaction to the event.
- Take notes of important points and information: take notes of farmers' opinions and feedbacks or any other important things that happen during the event such as feedbacks from the local authority, any interruptions, etc.

Tips

Setting up an info booth: the team can set up a booth for those who want to receive services or to become Service Providers, or those simply looking for more information to go to at the end of the demonstration.

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Post-Showcase Activities

Purpose

To record the results of the Showcase into the System for future information and analysis.

The Steps

	Methodological Step	Purpose	Output
1	**Data Entry**	To transfer all data and information collected into proper places in the System.	All data and information collected from the event are entered into the System.
2	**Write S4 Synthesis Note**	To record and organise the results from the S4 showcase for future analysis.	A complete Synthesis Note for S4

Guidance on the Steps

1. Data Entry

- Verify participants' info with the database: verify the participants' information with the Farmer Profiles in the database using either their name or phone number. If a participant already has a Farmer Profile, simply add new information and notes to the existing profile, or change tags, as appropriate. This includes important information such as their wanting to buy the machine, wanting to use the technology, or expressing challenges in using the machine. Create new Farmer Profiles for new farmers, especially those who have the potential to becomes Service Providers.
- Add appropriate tags to the profiles: on each new Farmer Profile added, add tags to categorize the profile, as appropriate.
- Record detail of the showcase summary: important particulars of the Showcase summary need to be recorded into the System as well. These include information such participants' overall reactions solicited through the survey and observation.

2. Write S4 Synthesis Note

- Analyse the information from the database: after data entry, look at the aggregate data to analyse for important information such as the number of Potential Service Providers, Potential Service Recipients, and the total number of people reached.
- Include important points from event notes: include important points from the event notes recording farmer's opinions and other information from the Showcase.

Tool

S4 Showcase Synthesis note template (Annex 25)

4S ANNEXES

To access to the 4S annexes:

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