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## Why USP Should Be Your Business Compass



Whether you are a politician, a businessman or anyone working for any organization that is promoting any kind of service or product, the one thing you must, always, have to succeed is an advantage in form of a - *Unique Selling Proposition*, and in short a USP.

### Being Unique

A USP help you to **stand out** in comparison to everyone else!

And in the everyday competition for the limited public attention, you must **stand out** or you will be neglected or become 'history'.



If you sell the **Red Apple** in the Land of **Green Apples** – you got everybody's attention, the color is your USP.

If you want your organization to do well, your nightmare should be; *being like everybody else – similar to other offers.*

When I travel around Africa and Asia I see too many sights like the one in the following picture, and not only in mango.



You will always remain poor if you sell what everybody is selling.

Your prospect is thinking: "*Why should I buy from him? Why today? I will wait and the competition will push the price down (or he will throw away the goods).*"

### **USP - The Key To Prosperity**

When I think of starting a new business activity, the first thing I do is asking myself the question that my prospects would ask -

"*Why should I choose **him**?*"

"*What advantage will I get from him that will give me a significant added value and create a benefit for me?*"

And the one answer I like the best is -

"*You will want my service/product because **ONLY I** (unlike the others) **HAVE WHAT YOU NEED AND WANT**".*

Can you say this about the service or goods you provide!?

Why is it important to have something special or unique that your client wants and only you have?

Because with a clear USP either you sell *More (than others)*, or at a *Premium (higher) Price*, or *Both!*

It means that you bring more value to your prospects, who will want to work only with you, while you get to increase your income.

It all begins by you introducing a meaningful Added Value that for your prospects will bring an important advantage.

You converted that Added Value into a USP and business value (\$\$\$).

And finally, the USP becomes a Win-Win situation.

Now everybody is doing better!

For a politician a USP means survival; he will have more followers, more support from the public and other decision-makers/politicians, he will be able to execute his plans in benefit of the public or his loyal voters.

Therefore, as long as your prospect will get from you what he wants, something he can't get anywhere else, he will come back, again and again, asking for your service/product and create repeated, and predicted business value.

### **An Example to Biofeed's USP**

Biofeed started developing its GCFR patented technology for fruit fly control for the Israeli market.

At a certain point, we became the most advanced and effective solution for the fruit flies of Israel, including the Mediterranean Fruit Fly (*Ceratitis capitata*), which at the time was the world #1 fruit fly pest (today #2).

A few years ago we got to a business crossroad, with 2 main options ahead:

**Option 1** - taking the products we already have for the Mediterranean fruit fly and the Olive fruit fly, and head to Europe, the Mediterranean basin, Latin America and part of Africa.

This option holds low risk as we already have a proven (infield) working solution.

But, we will work in a market with many alternatives - although the alternatives are not as **effective**, not as **easy-to-use** and not as **eco-friendly**, they do give 'a reasonable result' and have a market presence by other products.

For small Biofeed, the '*new boy on a block*', to fight the huge corporations who are having a broad spectrum of products, was not looking promising.

**Option 2** – invest for few more years, more money, and all of our scientific resource, to develop a series of solutions for the most problematic fruit flies, including *Bactrocera dorsalis*, which is regarded today in Africa and Asia as #1 fruit fly, and has no effective solution.

Remember USP – we were looking to bring something unique and special that only we will have!

In the second option, the risk was huge – much higher financial investment, years of hard work and above all... R&D is always risky!

On the other hand, we knew that if we manage to overcome this “Mission Impossible”, we will face a great market opportunity, where farmers and countries would love (to buy) work with us because we will bring them a huge benefit in form of millions of \$\$\$ in added value.

Well, as you know we chose **Option 2**.

Here is the process to our **Why** –



USP is the result of the combination of your Passion, Strength and Market Needs.

We looked deep inside ourselves and asked the following 3 critical questions:

1. What is our **passion**?
2. What is the thing in which we are better **than anyone else in the world** (or can be)?
3. What is **the explicit market need** that we can answer the best?

Biofeed's **PASSION** always focused on achieving the following;

*\*For the growers*

*Protect their **health** by enabling highly effective crop protection free of insecticide sprays.*

*Improve the **income** through branding the USP of more high-quality produce as 'Eco-Friendly - Free of Pests, Free of Insecticides'.*

\*\*For the public (the buyers)

Enabling the **general public** easy access to healthier fresh produce.

\*\*\*For the environment

Protect the environment by stop using chemical sprays, which pollute the environment and are harmful to non-target organisms.

Therefore, it was easy for us to say that we like to start with the bigger and more challenging area of Africa and Asia, versus Europe and the USA.

Once you are familiar with Biofeed, it is easy to see its **STRENGTH**;

*we produce highly effective, easy-to-use, crop protection solutions for fruit flies and we have proven ability to develop new effective solutions for additional fruit flies (and other flying pests) – **faster** than anyone else in the world!*

The last part ("*faster than anyone...*") was critical to our success!

'Faster' was required but not sufficient, as normally it takes 20 to 30 years to complete new product development. Well, we had one and no more than 2 years to complete the development.

Challenging, but I knew my team, and I bet on their skills and ability to complete the task on time.

THE President of National Association of Mango Producers, Processors and Marketers of Nigeria, Hon. Abudulkadir Nasir has said that his association is already working on how to stop the waste of mango fruits and make it competitive export produce.



File: Mano leaves

Nasir who regretted that Nigeria losses 700,000 out of 900,000 annual tons of mangos produced in Nigeria, said the association has embarked on sensitization of mango farmers on how it will control and eliminate flies that attack mangos and render them inedible and unfit for exports.

Earlier this month a sad reminder came from Nigeria, that is losing to fruit flies **700K** tons out of annual mango production of 900K tons (source: [Vanguard](#))

Knowing the fruit fly international arena it was clear that the devastating situation in Africa and Asia is calling out loud for help - and we can bring that help – efficient and fast with proven results.

The **MARKET NEED** is, therefore –

- (1) Necessary - fruit fly effective control, and
- (2) Nice to have - free of sprays/insecticides.

The above is an example for the extent of devastating ineffective current fruit fly control and how needed and life-changing for nations can be an effective, easy-to-use spray-free solution:

And you think Nigeria is exceptional... think again.

Here is another one that just sent to me on LinkedIn -



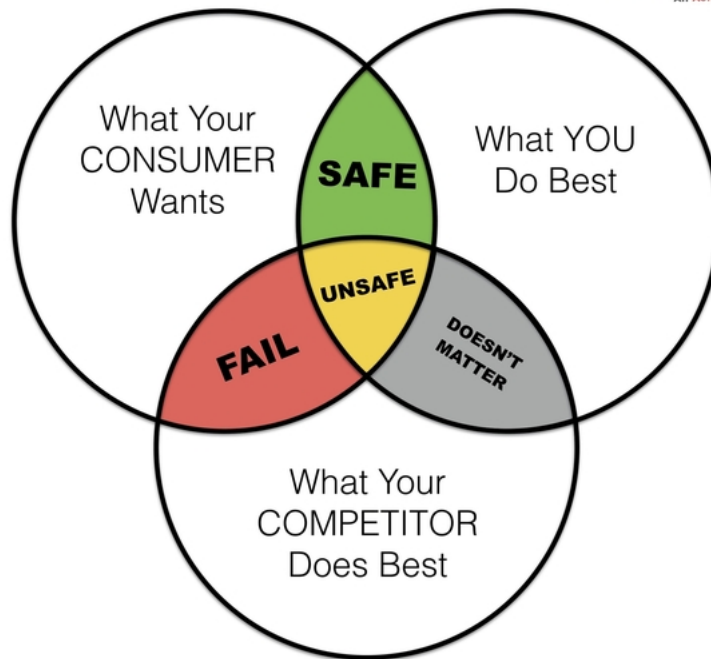
"In Senegal, fruit flies cause losses of 60-80% depending on the period and the area. Market share losses are also significant with (infested fruits) interceptions at the EU border". Source: post on LinkedIn

Once Biofeed finished developing the [FreeDome](#), a solution for the most devastating fruit flies of Africa and Asia, our **USP** became clear:

**Biofeed is the only one in the world that has an effective (field-proven), eco-friendly, spray-free, non-chemical, easy-to-use solution for the most devastating fruit flies of Africa and Asia.**

Now Biofeed positioned itself in the **Safe Zone** (green bellow) –

"What Your CONSUMER Wants" AND "What YOU Do Best".



Note that the 'Safe Zone' is practically the same as the USP.

### USP Is A Must For All

As stated at the beginning of this post, no company, no organization, no nation, no one should make a single activity without making sure (first) that he has a clear USP – one that **your consumer needs and wants** and **you do have the best** (or can have).

As you see from the example above, regarding the *FreeDome*, Biofeed has patience and uses long term strategic-investments, for the long-distance view.

### The USP That Will Change Africa And Agri-Economy

Now that we are active in Africa we once again noticed this magical triangle of USP is calling us: **Passion - Strength - Market-Need**.

As always, we start with Market Needs.

This time we noticed those issues that we can answer, simultaneously:

**First** – Africa and Asia desperate need to develop and *up-grade their agriculture*.

**Second** – *A huge (large quantity) demand* for fresh fruits in premium export markets.

**Third** – An international market demand for *high quality fresh, chemical-free and pest-free* healthy fruits.

Now, there is no one better suited and better situated than Biofeed to present a clear USP for those NEEDS, and with our **PASSION**:

\*For the growers

Protect their **health** by enabling highly effective crop protection free of insecticide sprays.

Improving **income** through branding the USP of high-quality produce as 'Eco-Friendly - Free of Pests, Free of Insecticides'.

\*\*For the public (the buyers)

Enabling the **general public** easy access to healthier fresh produce.

\*\*\*For the environment

Protect the environment by stop using chemical sprays, which pollute the environment and are harmful to non-target organisms.

Once again, we decided to answer the *Market Demands*.

That brought us to create the **Biofeed Green Valley** initiative.

*Green Valley* will change Africa and Asia agriculture (and potentially the country economics), just as *FreeDome* is now changing the world of crop protection.

The *Green Valley* project is bound to bring enormous value to farmers, who will finally be able to produce high-yield high-quality fresh fruits.

Furthermore, they will be able to take an active part in supplying the market demand for much more premium produce, which is market under stricter standards and regulations, namely - *chemical-free and pest-free*.

*For a greener world*

*Free of sprays*

*Full of joy*

See you soon,

Nimrod





## Better produce... Better future... Biofeed...

**P.S.** Biofeed *FreeDome* project started with the call for help we have heard coming from millions of farmers around the world, losing over 50% of their yield to fruit flies.

Then we took it through a long business and scientific process.

Finally, it became the most effective and successful approach in its field.

We are proud of it!

**P.P.S.** Biofeed *Green Valley* is the result of the following;

(1) Request from *State Leaders* to improve the agriculture in their country (taking it into the 21<sup>st</sup> century), and

(2) The huge international markets unmet demand for healthy, chemical-free, fruit fly free, high-quality fresh fruits.

*Green valley* – brings an added value to all by combining the needs of countries to advance their agriculture and market-demand for more high-quality fresh fruits.

In *Green Valley*, we add the Israeli ability to help farmers grow higher yields and higher quality.

But that is not all.

*Green Valley* emphasis and focus on growing for Export Markets.

So the exporting countries will also see a flow of foreign currency, which is so needed.

Here is some more about Biofeed *FreeDome* and [Biofeed Green Valley](#).

*\* Change begins with a decision that the existing reality  
is a choice and not a decree of fate \**

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