

STRATEGIC ADVISORY CASE STUDY

Advisory Board Engagement

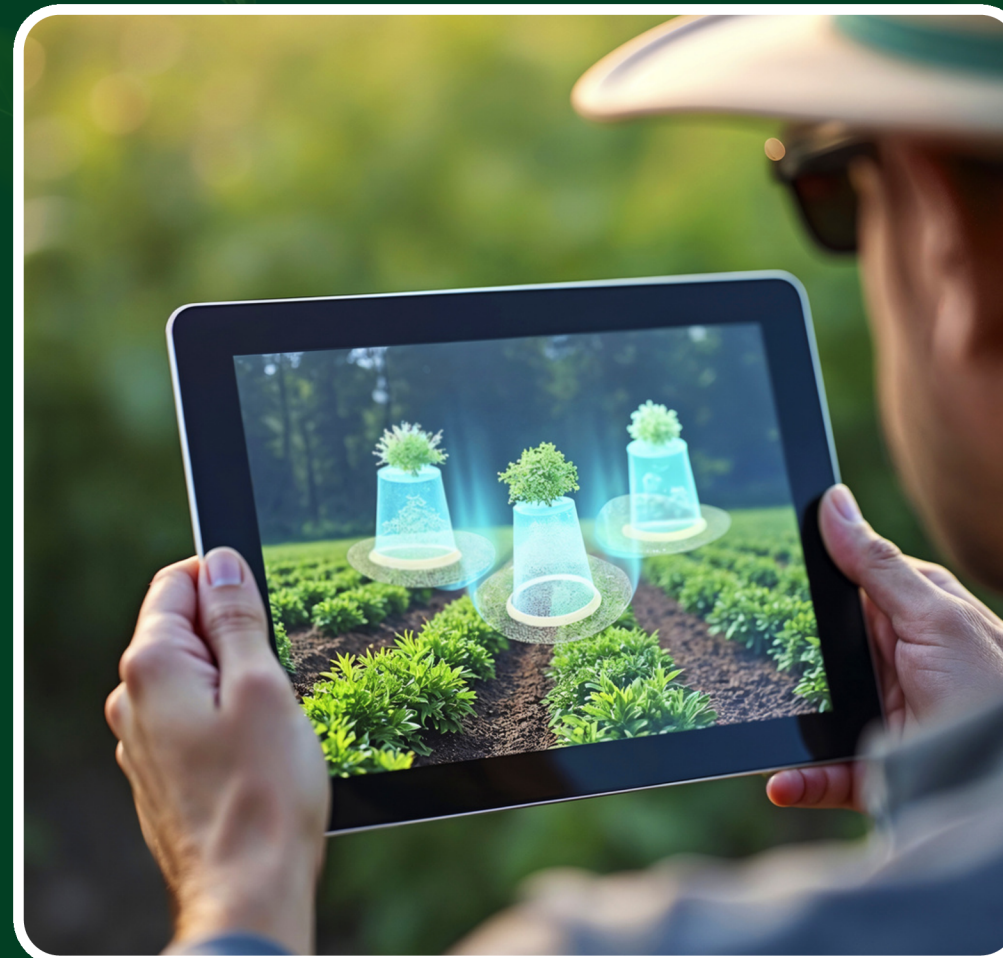
TerraGrow AgriTech

Role: Appointed Strategic Advisor

Focus: Corporate Governance · Capital Structure · Cross-Border Expansion

Engagement: 12-Month Advisory Retainer

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The Challenge

An early-stage AgriTech startup preparing for its next phase of growth



CORPORATE GOVERNANCE

No formal board structure, decision-making protocols, or reporting cadence in place as the company scaled beyond founder-led operations.

CAPITAL STRUCTURE PLANNING

Cap table complexity and lack of investor-ready financial narrative created friction ahead of upcoming fundraising rounds.

CROSS-BORDER EXPANSION

Leadership lacked a structured roadmap and partnership network for entering adjacent international markets.



Engagement Overview

Role & Mandate

- Appointed as external Strategic Advisor to the founding team and advisory board
- Direct engagement with CEO and leadership on governance and growth strategy
- Ongoing counsel across three workstreams: governance, capital structure, and market expansion
- Independent, cross-functional perspective bridging operations, finance, and strategy



12 Months



3 Core Workstreams

Working Model

- Structured monthly coaching sessions with the founding team
- Recurring investor engagement reports and readiness reviews
- Curated market partnership introductions and network access



Strategic Approach

Three interlocking pillars structured the advisory engagement



Governance Architecture

Designed board structure, defined decision rights, and instituted a formal reporting cadence between leadership and advisors.



Capital Structure Strategy

Clarified cap table mechanics, built investor engagement reporting, and prepared fundraising-readiness materials.



Market Expansion Roadmap

Mapped a phased cross-border go-to-market plan and opened partnership channels in priority geographies.



Corporate Governance — Implemented

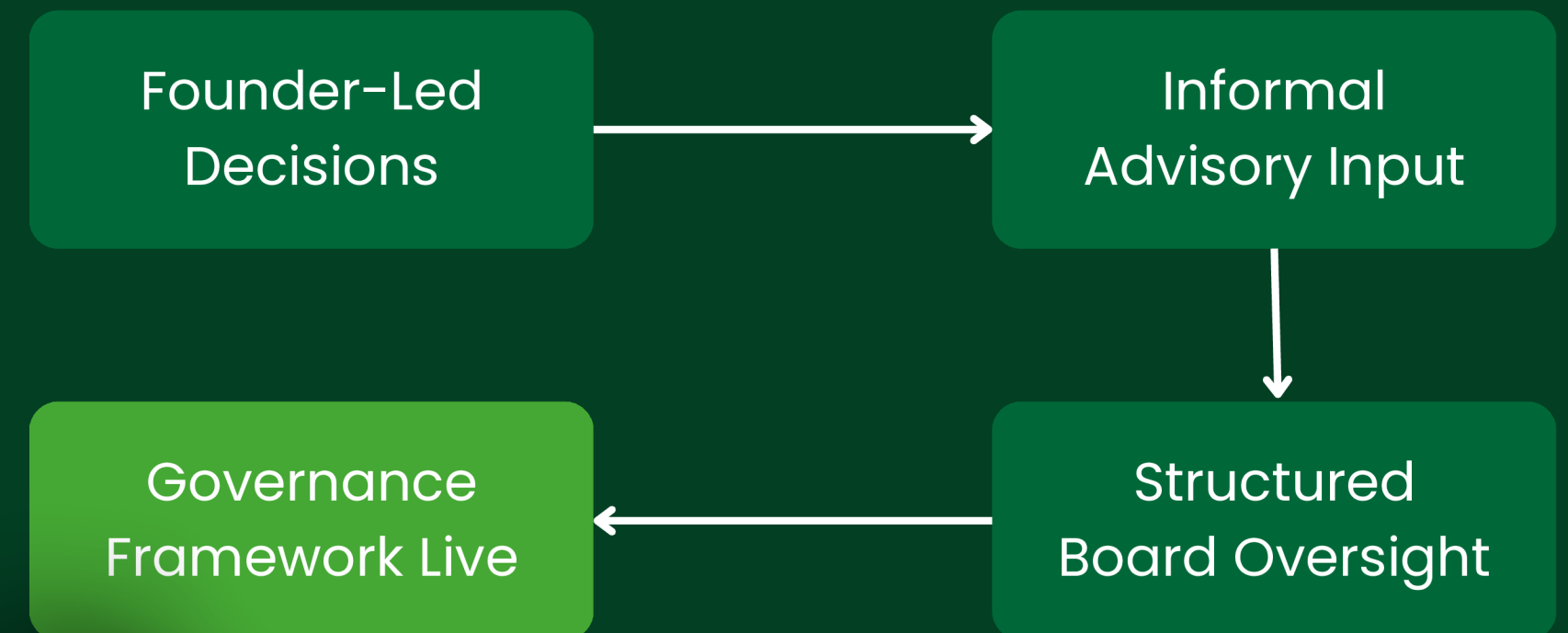
What Was Put In Place

- Formal board composition with defined roles and voting rights
- Documented decision-rights framework separating founder, board, and advisory authority
- Monthly leadership reporting cadence with standardized board packs
- Escalation and conflict-of-interest protocols for key strategic decisions

Outcome:

Board and leadership now operate under a documented governance framework, with clear reporting lines and monthly oversight cadence.

Governance Maturity Progression



Capital Structure & Investor Engagement



CAP TABLE CLARITY

Reviewed and clarified equity structure across founders, early investors, and option pool to remove ambiguity ahead of new rounds.

INVESTOR REPORTING

Established a recurring investor engagement report — traction, milestones, and use-of-funds — for board and prospective investors.

FUNDRAISING READINESS

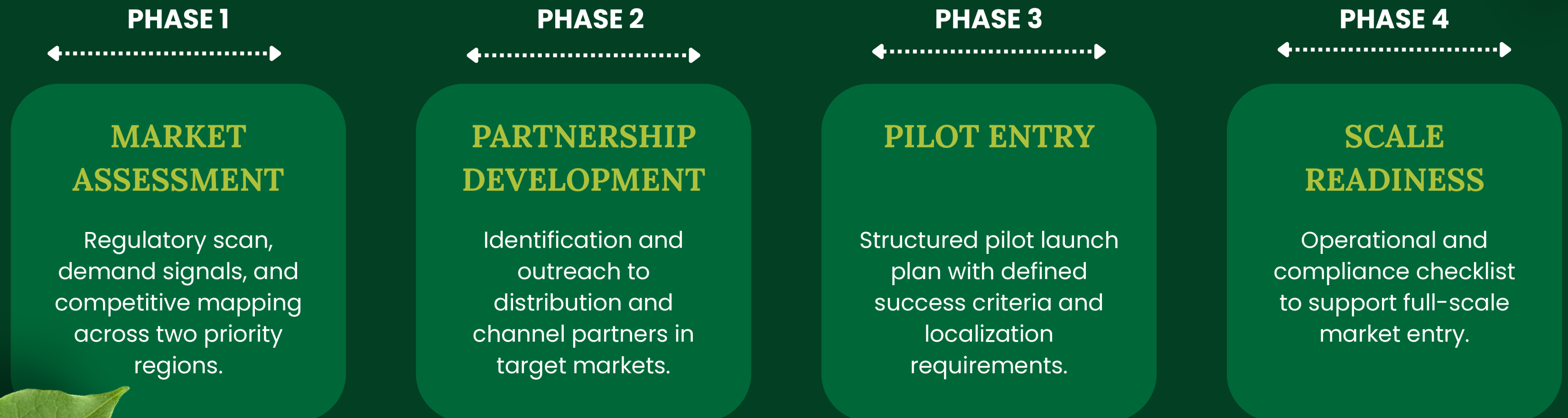
Coached leadership on narrative, data room structure, and diligence preparedness for upcoming capital raises.

Impact: Leadership entered investor conversations with a clear cap table narrative, standardized reporting, and a defensible use-of-funds story.



Cross-Border Expansion Roadmap

A phased approach to entering adjacent international markets



Roadmap mapped and validated with leadership as the reference plan for the next 18 months of expansion

Engagement Cadence

How the advisory relationship operated month to month



Monthly Coaching Sessions

Structured 1:1 sessions with the founding team on scaling operations, prioritization, and leadership decisions.



Investor Engagement Reports

Recurring reporting package tracking traction, milestones, and fundraising readiness for the board and investors.



Market Partnership Network

Warm introductions and curated network access to distribution partners across target expansion markets.



Key Outcomes

What the engagement delivered for TerraGrow AgriTech

CORPORATE GOVERNANCE IMPLEMENTED

A formal board structure and reporting framework replaced ad hoc, founder-only decision-making.

MARKET ROADMAP MAPPED

A phased, partnership-backed roadmap now guides the company's cross-border expansion strategy.

Advisory relationship continues on a monthly cadence, supporting the next phase of growth.

Thank You!

TerraGrow AgriTech

Jayita

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Governance | Capital Structure | Market
Strategy

