Introduction to the Business Cycle
Tifton, GA

Chris Rhodes
Director of Industry Partnerships and Project Based Learning
February 28, 2024
Class Survey

- From Georgia?
- Grew up in agriculture?
- Know what you want to do?
- Taken other business classes?
Chris Rhodes  
Director of Industry Partnerships & Project Based Learning

1997  
→ B.A. Biochemistry & Molecular Biology  
M.B.A. Health Sector Management →

2005-2009  
PRECISION BIOSCIENCES  
Cofounder  
Fundraiser  
Business Development Leader

2006-2014  
John Deere  
Product Developer  
Strategic Planning Manager  
Business Development Manager

2014-2020  
AGCO  
Marketing Director  
Strategic Planning Director  
Business Development Director
Ag Businesses

- Row crop growing
- Row crop processing
- Specialty crop growing
- Specialty crop processing
- Greenhouses
- Hydroponics
- Beef growing
- Beef processing
- Poultry growing
- Poultry processing
- Tree fruit growing
- Tree fruit processing
- Seed/chem
- Retail
Ag Businesses

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Others?
Ag Businesses

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- Specialty crop growing
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- Greenhouses
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- Poultry growing
- Poultry processing
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- Tree fruit processing
- Seed/chem
- Retail
- Data management
- Biotech
- Consulting
- Robots
- Aviation
- Sensors
- Analytics
- Machinery
- Government
- Government affairs
- NGO
- Shipping
- Logistics/tracking
- Artificial intelligence/machine learning
- Venture Capital
- Private Equity
- Food science
- Crop insurance
- Rural banking
- Rural broadband
- Consumer market research
- Sustainability
- Breweries
- Public relations
2–Minute MBA

1. Incentives, incentives, incentives!
3. Think about what customers need, not what you have to sell.

4. What is the single most important thing that drives a company?
2-Minute MBA

1. Incentives, incentives, incentives!
3. Think about what customers need, not what you have to sell.
4. Profit motive drives companies. No money, no mission.
The Business Cycle

1. Business idea
2. Value proposition
3. Capital formation
4. Incorporation
5. Leadership
6. Manufacturing
7. Partnerships
8. Distribution
9. Marketing
10. Sales
11. Taxes
12. Exit
13. Dissolution

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3. Think about what customers need, not what you have to sell.
4. Profit motive drives companies.
Skills – Work Is Not College

Show up, keep up, speak up

1. Teamwork
2. Communication
3. Adaptability
4. Finishing
5. Analysis
Skills – Work Is Not College

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Be someone people want to work with and can count on. Contribute.
Skills – Work Is Not College

Show up, keep up, speak up

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Be someone people want to work with and can count on. Contribute.

Be clear, concise, and detail-oriented.
Skills – Work Is Not College

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Be someone people want to work with and can count on. Contribute.
Be clear, concise, and detail-oriented.
Be a self-starter in the face of ambiguity. Stay relevant.
Skills – Work Is Not College

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Be someone people want to work with and can count on. Contribute.

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Be a self-starter in the face of ambiguity. Stay relevant.

The last 10% is often as hard as the first 90%; don’t leave it for someone else.
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- Be someone people want to work with and can count on. Contribute.
- Be clear, concise, and detail-oriented.
- Be a self-starter in the face of ambiguity. Stay relevant.
- The last 10% is often as hard as the first 90%; don’t leave it for someone else.
- Be able to draw conclusions and defend positions with data.
Skills – Work Is Not College

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Be able to draw conclusions and defend positions with data.

Do things at UGA that help develop and demonstrate these skills.
Interviews

1. Tell me about a time when you effectively worked on a team.
2. Tell me about a time when you had to communicate something complicated and convince someone to act on it.
3. Tell me a time when you had to adapt to a new process or technology.
4. Tell me about a time when you finished a project under pressure.
5. Tell me a time when you approached an ambiguous situation and were able to draw conclusions and defend your position effectively.
Job Search

1. Network (esp. with alumni)
2. It’s never too early to start
3. Understand the recruiting cycles
4. Think big!
5. Be professional
6. Work with career services on the basics
Summary

- Ag industry is booming, and there are opportunities for people with your background in unexpected places

- All businesses have a lifecycle, and it is important to understand where you fit in

- Show up, keep up, speak up
Possibilities at Universities

**FLAVR SAVR**
Started by UC–Davis faculty – 1980; sold to Monsanto for $400 million – 1996

**Precision Biosciences**
Started by 3 MBA students and 2 postdocs – 2006; publicly traded on NASDAQ (Ticker: DTIL)

**Farmers Business Network**
Started by MBA student – 2013; Total funding to date – $500 million

**FarmShots**
Started by sophomore – 2014; Sold to Syngenta for $X million – 2018
Entrepreneurship Resources

1. Innovation Gateway
2. Innovation District
   1. I-corps
   2. Startup 101
   3. Delta Hub
3. Entrepreneurship Program
4. FABricate
5. FABricate Class
6. Georgia Research Alliance
7. SBIR/STTR

But really...just call me! 404-219-3640 chris.rhodes@uga.edu
Resources

1. *Employers Say Students Aren’t Learning Soft Skills in College.* Wilkie, Dana. 2019
2. *From Academia to the Workforce.* Crawford, Pat (Association of Public and Land-Grant Universities). 2020
8. *The Art of the Start 2.0.* Kawasaki, Guy
9. *How To Win Friends and Influence People.* Carnegie, Dale
11. *Seven Habits of Highly Effective People.* Covey, Stephen.

Chris.rhodes@uga.edu 404–219–3640