GROWERTALKS

GT in Brief

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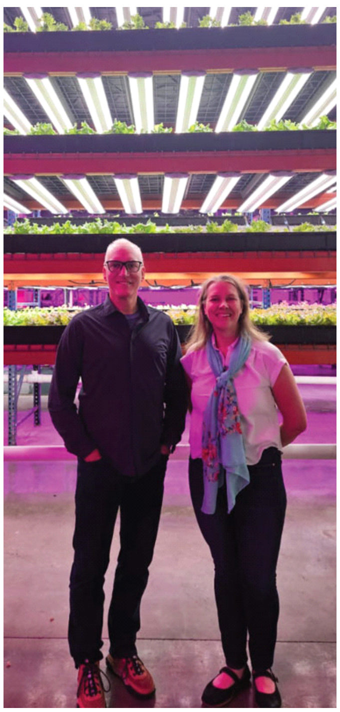
Two Industry Professionals Launch New Company

Jennifer Zurko



Longtime horticultural professionals Jennifer Neujahr and Ted Buis have launched Next Step Solutions, what they call “a global commercialization and growth accelerator” that will be dedicated to helping horticulture, agriculture and ag technology companies “accelerate growth and transform innovation into commercial traction.”

Ted Buis and Jennifer Neujahr, founders of Next Step Solutions.

According to a press release, Next Step Solutions will help organizations move beyond successful research trials and promising prototypes by developing the commercial systems required for long-term market success. Through market development, international partnerships, commercialization strategies, sourcing expertise and practical execution, Next Step Solutions will help its clients “accelerate growth while reducing the time between innovation and market adoption.”

With more than 60 years of industry experience, Jennifer and Ted have already begun supporting projects across North America, Europe, Latin America, India, Sri Lanka, China, Australia and New Zealand since launching early this year, working with growers, manufacturers, technology companies, investors and supply chain partners on initiatives that improve productivity, accelerate commercialization and support international expansion.

Next Step Solutions’ areas of expertise include:

- International market development
- Commercialization of new technologies
- Growing media and substrate solutions
- Strategic sourcing and supply chain development
- Production facility development
- Strategic partnerships, acquisitions and investment support

In addition to supporting client projects, Next Step Solutions will regularly publish industry outlooks and market perspectives covering global trends in horticulture, substrates, controlled environment agriculture, supply chains and emerging agricultural technologies.

“Today’s businesses need much more than a good product,” said Ted in the release. “At the end of the day, it all comes back to grower economics. Growers invest in technologies that improve productivity, consistency, labor efficiency, profitability and reduce risk. Innovation only creates value when it delivers better business outcomes. Our role is helping companies connect innovation with the commercial systems that allow those economic benefits to be realized at scale.”

“Our business is built around one simple belief,” said Jennifer. “Markets rarely change because of one event. They change because multiple signals begin moving at the same time. Companies that recognize those signals early often create extraordinary opportunities. Our role is helping clients recognize those opportunities and translate them into commercial growth.” **GT**