



LITTLE BLUE RESEARCH CASE STUDY

# Developing the business strategy for a deforestation data platform

**Client: International Research Centre**

Little Blue Research supported the development of the business strategy for a deforestation data platform, a data driven transparency initiative revolutionising our understanding of the trade and financing of commodities driving deforestation.

**Service: Strategy & risk**

**Capital: NATURAL**

**Assessment location: Global**

**Partner:**

**POSITIVE  
MOMENTUM**  
no nonsense business expertise

LITTLE BLUE RESEARCH LTD

+44 (0) 7887 633 345 | [info@littleblueresearch.com](mailto:info@littleblueresearch.com) | [www.littleblueresearch.com](http://www.littleblueresearch.com)





# Case study details

## Why this matters?

The commitment to halt nature loss by 2030 and progress towards regaining a sustainable natural world is one of, if not the, most significant challenges in human history. The unsustainable trade in agricultural commodities derived from supply chains that are destroying significant natural ecosystems is at the forefront of meeting this challenge.

## Client need

The client required support to develop their business strategy to 2025, and beyond, and to determine ways to scale up the platform's proven impact on sustainable trade in agricultural commodities and associated global supply chains.

Needing to examine its options, identifying challenges and opportunities, the client worked with Little Blue Research and Positive Momentum to examine how the platform can evolve and confront the developing landscape of sustainability initiatives including identifying 'user journeys' for tools and insights developed by the platform.

Little Blue Research supported Positive Momentum through the provision of market based analysis, stakeholder interviews, insights and the development of different 'user journeys' for platform users.

## The challenge

- Identifying risks and opportunities for the supply chain data initiatives in the market.
- Identifying relevant market initiatives and associated commercial opportunities in a fast paced developing market.
- Developing pathways for scaling the impact of the platform beyond 2025.
- Understanding how different stakeholders interact with the platform and what it is used for.



## Outputs and results

The insight stage enabled the client to rethink its understanding of the problem that it is setting out to solve, the key target organisations that it aims to influence, the data required to make better decisions and the sector level agenda for driving long term change.



Overview of the developing market landscape, initiative mapping and competitor analyses.



Challenges and opportunities to scale up impact, and high-level risks and opportunities analyses to develop the platform.



Supporting stakeholder engagement to:

- Identify risks and opportunities of supply chain based data
- Feedback on the platform and current use
- Develop 'user journeys' for different sectors & user types interacting with the platform.



Input into the strategy and road map including:

- Options to diversify the funding proposition.
- Options to target specific sectors & focus development work.
- High-level roadmap of actions to commercialise the platform for the next three years.

## What happened next

- The client is now taking the platform's vision and strategy forward. The wider organisation is engaged through a series of workshops, stakeholder meetings and partner discussions.
- The client is reviewing their product strategy based on this work and looking to implement the roadmap.



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