

Position: Independent Member, Board of Directors

Hire Date: Q4 2020 / Early Q1 2021

Get to Know BinSentry

The Problem

Feed mills and top-down integrators around the world are forced to react to customer demand, lacking reliable advanced knowledge of when and how much feed will be required by contracted producer's farms. This information deficit leads to costly mistakes and inefficiencies as mills attempt to effectively manage supply and distribution.

The Solution

BinSentry is an agricultural technology start-up solving a costly, decades old, supply chain management challenge in the animal feed industry, by introducing the world's most comprehensive IoT feed monitoring solution. The Company provides proprietary solutions to monitor feedstock inventory, ensuring livestock farmers have a reliable, uninterrupted supply of feed for their animals. The agriculture IoT startup has developed a connected solution that addresses the need for farmers and feed mills to monitor feed inventories on farms, replenish supplies in a timely manner, and schedule efficient trucking routes to eliminate supply disruptions and reduce costs.

The Product & The Model

BinSentry sells proprietary self-cleaning sensors, that are easy to install, run on solar power and communicate via long range, low power wireless networks. The sensors are then paired with the Company's powerful software and productivity tools to enable dramatic cost-savings for the end user.

BinSentry's HaaS/SaaS model provides mills an important service without the added risk of owning or maintaining hardware. Thousands of hours of R&D and 3+ years of field-testing data has informed the Company's proprietary design, built to overcome multiple significant challenges inherent to long-term operation of sensors in this application. Our market research suggests we are the only viable solution in the world for feed companies and vertically-integrated livestock producers.

BinSentry continues to work with market-leading agricultural businesses to expand their worldwide network of installation/distribution partners, equipped to install and maintain their network of sensors. BinSentry's innovative design and market-leading 10-minute install makes these relationships simple and lucrative for both parties.

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Job Description

The primary mission of a Board Member is to provide counsel on a broad range of issues, and develop the depth of knowledge to understand and question the assumptions upon which the strategic and business plans are based, and to form an independent judgment as to the probability that such plans can be achieved. In addition, he / she will be expected to be available as a resource to management and the Board, communicate with Directors, Investors, and key management.

The business is transitioning from start-up to scale-up with the focus shifting from an engineering, technical and process to market focus, commercial development, execution, and rapid scale up. As the business matures the executive leadership team drives the day to day operational execution. Strong board leadership will be instrumental in ensuring the effective functioning of the board in counseling and supervising the management team.

Expectations of the Board, as a whole:

- Strategic and organizational-level planning
- Ensuring strong fiduciary oversight and financial management
- Assist in fundraising efforts and resource development
- Approve and monitor key business initiatives and KPIs, annual financial budget, etc.
- Promote the public image of the Company and act as an ambassador for BinSentry
- Assess performance of the Board, as a governing body, as well as key management

Expectations of Individual Board Members:

- Familiarize him / herself with the organization's mission, strategy, policies, programs, and needs
- Faithfully read and understand the Company's financial statements
- Serve as active advocates and ambassadors for the organization and fully engage in identifying and securing the financial resources and partnerships necessary for BinSentry to advance its mission
- Leverage connections, networks, and resources to develop collective action to fully achieve BinSentry's mission
- Help identify personal connections that can benefit the organization's fundraising and reputational standing, and can influence public policy
- Prepare for, attend, and conscientiously participate in board meetings

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Qualifications

This is an extraordinary opportunity for an individual who is passionate about BinSentry's mission and who has a track record of strong Board leadership. Selected Board Members will have achieved leadership stature in business, government, philanthropy, or the nonprofit sector. His / her accomplishments will allow him / her to attract other well-qualified, high performing Board Members, connections, and / or employment candidates to the Company.

The ideal candidate will have all / a combination of the following:

- Past Board Director experience or other, applicable senior management experience
- Industry experience in the feed supply chain, swine / poultry experience preferred
- Experience in developing and executing commercial and technical partnerships
- Understanding of broader agricultural market conditions, pricing of commodities, and their impacts on other aspects of the supply chain
- Exposure to working with start-up / early stage businesses or later-stage, growth businesses; familiarity with HaaS and SaaS models is a plus
- Ability to effectively interact with management, investors, and other Board Members
- Previous experience leading or contributing to successful company sale / exit / IPO / other liquidity events
- Experience working in geographies outside of the United States, such as Canada

Time Commitment and Availability:

- Time commitment to be 1 day per month outside of regular Board meetings
- Must have the capacity to contribute and thus not in a current full-time executive role
- No material commercial conflicts. Other non-conflicting Board positions acceptable
- North American location
- Consideration and priority will be given to advancing the diversity of the existing Board

If interested or have a referral, please direct your inquiries to all of / one of the following:

Randall Schwartzentruber
Chief Executive Officer
randall@binsentry.com

Larry Page
Board Member
larry@lacpartners.com

Jonathan Goodkey
Board Member
Jonathan.GOODKEY@bdc.ca

Suhas Narayanaswamy
Board Observer
suhas@lacpartners.com