



The Definitive Next Chapter for Halter

Prepared for: Halter Executive Team

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Classification: Strategic Growth Initiative

EXECUTIVE SUMMARY: THE STRATEGIC BRIDGE

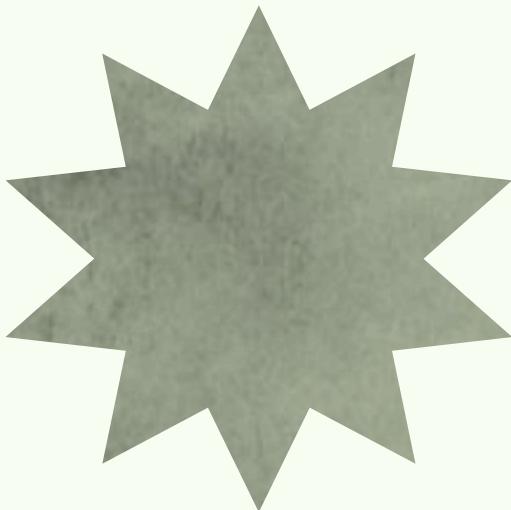
The Gap: Halter's technology is a proven powerhouse—increasing grass growth by 22% and milk production by 35,000 kgMS. Yet, for the public and global prospects, this advantage remains invisible. In a market crowded by NoFence, Gallagher, and Vence, technical specs inform – **but visionary proof inspires.**

The Solution: *Urban Proof* A live, large-scale systems proof in the **Auckland Domain**. 100 Halter-collared cattle will graze within a precise 72.5-metre **decagram (10-point star)** defined solely by GPS. With zero physical fences, this geometric spectacle transforms Halter's technological lead into **undeniable cultural authority**.

The Strategic Payoff:

- **Category Leadership:** Moves Halter from a B2B provider to the **undisputed owner** of agritech's future.
- **Global Media Asset:** A baseline of **5–10M+ high-value impressions**, featuring a "long-exposure" visual hook designed for global virality.
- **Sales Catalyst:** An irrefutable asset to **compress sales cycles** and neutralise competitor feature-wars.
- **Scalable Platform:** A repeatable "Growth Playbook" for global market entry (Sydney, Austin, London).





THE STRATEGIC IMPERATIVE: WHY URBAN, WHY NOW?

True market leaders don't just compete on features; they **define the arena**. With a \$1B+ valuation and successful U.S. expansion powering 11,000 miles of virtual fence, Halter's next chapter is about **narrative ownership**.

Post-Unicorn Positioning: A billion-dollar company makes billion-dollar brand moves. This is a category-defining statement that matches global ambition with tangible action.

Owning the "Farming Anywhere" Promise: The concept must leap from datasheets to the public imagination. We are creating a story that farmers, investors, and top-tier talent don't just read – they share.

Capitalising on Proven Appetite: The precedents for urban/rural intersection are already established and successful:

- **Flagship Engagement:** Fieldays draws over 110,000 visitors annually, with massive urban participation.
- **Civic Readiness:** The landmark 2022 Agri-Food-Tech Oceania Summit at Auckland's Aotea Centre proved the council's and public's readiness for flagship agri-innovation events in the urban core.

Urban Proof seizes this momentum. It is not an explanation; it is an **experience**.



THE CONCEPT: 100 COWS. ONE STAR. ZERO FENCES.

A demonstration engineered for instant understanding and maximum shareability.

Location: Auckland Domain

- **Iconic & Symbolic:** The city's premier park, bridging urban life and agricultural innovation against the backdrop of the War Memorial Museum.
- **High-Visibility:** Guarantees organic public engagement and provides a stunning stage for global media.
- **Precedent-Friendly:** Leverages a clear pathway for major public and innovation-focused events.

The Geometry: The Decagram as Ultimate Proof – The 10-point star is a deliberate, geometric stress-test.

- **Complexity:** 10 vertices and 20 intersections demand flawless GPS precision and immediate animal response.
- **Real-World Validation:** Success here proves the system can handle any farm contour, waterway, or irregular boundary.
- **Visual Hook:** Creates a clean, striking "living infographic" (**72.5m tip-to-tip**, enclosing **~2,500 m²**).

The Core Message:

"If we can farm a perfect star in the heart of the city, imagine what's possible on your land."

Operational Pillars:

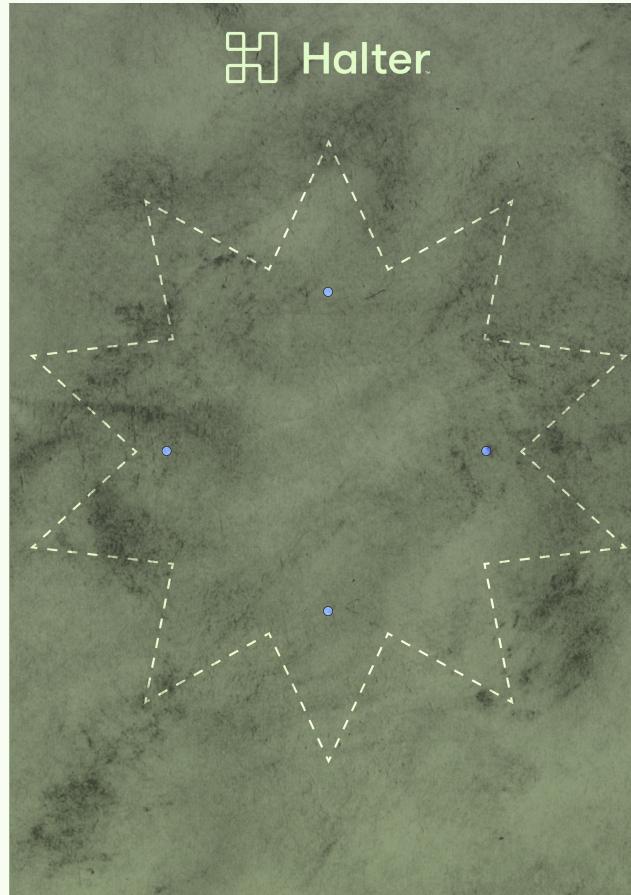
- **Welfare First:** 25m² per animal, real-time health monitoring via Halter collars, on-site veterinarian.
- **Zero Footprint:** All manure collected for community garden donation; site fully reinstated post-event.
- **Powered by Halter:** A pure demonstration of the existing app and collar ecosystem—no new infrastructure required.

THE VISUAL NARRATIVE: A SIX-ACT STORY

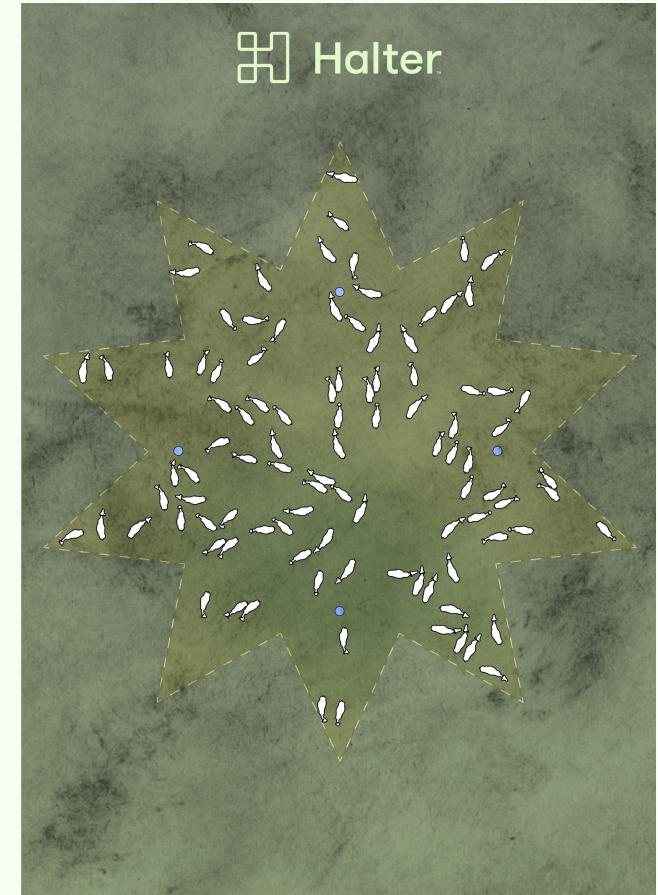
A systems-based approach to content. We aren't just capturing an event; we are engineering a global asset library.



The Welfare Guarantee. 25m² per cow demonstrates how Halter enables high-density management without compromising animal care.



The Geometric Proof. A 10-point star stress-tests GPS precision, proving the system handles any farm layout.



The Living Proof. 100 cattle become a self-evident infographic, making the virtual boundary viscerally understandable.



THE VISUAL NARRATIVE: A SIX-ACT STORY

A systems-based approach to content. We aren't just capturing an event; we are engineering a global asset library.



Rendering the Invisible. A conceptual visual of the system's data and guiding principles.



The New Normal. Showcasing safe, seamless integration and the future of flexible land use in shared urban-rural spaces.



The Data Made Visible. Long-exposure drone imagery captures hours of movement, proving the herd respected the virtual boundary - the star made manifest by behavior.



PROOF OF CONCEPT: THE LOGIC OF IMPACT

*This model is built on a validated principle of **high-efficiency public engagement**. We aren't guessing at curiosity; we are engineering it.*

The Pilot: "You've Walked Past Me So Many Times" In August 2025, I executed a large-scale urban intervention in **Te Komititanga Square** using 100 traffic cones. This large-scale installation served as a functional prototype, stress-testing public engagement with geometric precision in an urban core. It proved that bold, simple concepts in public space create a 'stumble-upon' moment that drives measurable action.

- **The Experiment:** Deploying 100 physical points in a high-traffic urban diagrid to test physical-to-digital friction.
- **The Result:** 126,000+ organic impressions and a **5% conversion rate** (2,500+ unique, high-intent QR scans).
- **The Validation:** This project proved that bold, geometric simplicity in public space creates a "stumble-upon" moment that out-performs traditional advertising by **50x**.

The Halter Evolution: *Urban Proof* is the enterprise-level deployment of the Patronage logic. We are moving from "cones" to "cattle," and from a "critique" to a "vision."

- **From Chaos to Control:** Where the cones highlighted urban clutter, the Halter Star highlights **absolute precision**.
- **Validated Methodology:** We are applying a proven engagement framework to Halter's "Farming Anywhere" promise, ensuring the activation results in measurable data, not just "likes."

Agritech Precedents: The administrative and public pathways for this work are already established. The success of **Fieldays** (110,000+ visitors) and the **2022 Agri-Food-Tech Oceania Summit** at the Aotea Centre prove that Auckland is ready for flagship agri-innovation. We Position ***Urban Proof*** as an official Auckland Innovation Showcase, aligning with the Mayor's office and economic development goals

Projected Impact for Halter

- **Earned Media:** A conservative baseline of **5-10M+** impressions across global agritech, business, and mainstream news.
- **Sales Velocity:** An unanswerable "Visual Close" for the global sales team, designed to compress the deal cycle for high-value prospects.
- **Social License:** Establishing Halter as a transparent, welfare-forward leader in the eyes of the urban public.



FEASIBILITY & RESPONSIBILITY: THE PROTOCOL

Urban Proof is grounded in operational reality. We replace "what-ifs" with pre-engineered protocols to ensure a zero-friction execution.

- **Civic Strategy:** We don't just ask for a permit; we build a partnership. By framing this as an **Innovation Showcase**, we align with the city's goal to be a global tech hub.
- **The Gold Standard of Welfare:** Animal care is the non-negotiable foundation. Our **25m²-per-cow standard** exceeds typical benchmarks, supported by real-time Halter collar data and on-site veterinary oversight.
- **Zero Footprint Commitment:** We operate under a "**Leave No Trace**" mandate. From manure collection for community gardens to full site reinstatement, the only thing we leave behind is a world-class marketing asset.
- **Risk Architecture:** A comprehensive **Risk Mitigation Register** covering public safety, site stewardship, and biosecurity has already been drafted to ensure Halter's reputation remains as pristine as the Domain itself.



The Final Efficiency Step. All manure is collected in branded, biodegradable bags and donated to local community gardens and urban farms. This final step transforms a byproduct into a vital resource, closing the nutrient loop and leaving a lasting positive impact on the city. It is the ultimate proof of **sustainable, transient farming** – intensive management with a zero-footprint reality.

CONCLUSION: SEIZE THE NARRATIVE

The virtual fencing market is at an inflection point. Category leadership will not be determined by incremental feature updates, but by the brand that demonstrates the most compelling vision of the future.

Urban Proof is that demonstration. It is a strategic investment engineered to generate multiplier effects across Halter's entire ecosystem:

- **Brand Equity:** Transitioning from a technical provider to a global cultural icon.
- **Sales Velocity:** Providing the definitive "Visual Close" to neutralise prospect scepticism.
- **Market Leadership:** Forcing competitors to react to your narrative while you own the arena.

The blueprint is ready. The precedents are established. The only remaining variable is the decision to execute.

The Ask: A Strategic Briefing We request a **30-minute** briefing with your leadership team to walk through the operational roadmap and align on the decision process for a 2026 launch.



Halter | Farming Anywhere

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