

HUGH PLOWMAN

Business Development • Capital Raising • Commercial Strategy • Early-Stage Startups

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PROFILE

Commercial operator with hands-on startup experience across capital raising, commercialisation and go-to-market. As commercial lead at an early-stage venture, ran a live investor raise, building models, investor materials and pipeline from first contact through to diligence. Backed by institutional investment exposure from three asset-management internships, three years of hands-on farm work, and a distinction-average business degree. Sector depth in agriculture and agtech, with commercial skills that carry to any industry. Targeting commercial and investment roles with early-stage startups and venture capital.

CORE SKILLS

Commercial & Capital Capital raising & investor pipeline experience, pitch deck / IM authorship, financial modelling (Excel), go-to-market strategy, competitive analysis, grant writing

Investment & Analysis Investment memos, unit economics, market sizing & feasibility analysis, portfolio reporting, due-diligence support, real-asset exposure (farmland and water), sector research.

Sector Knowledge Agriculture and agtech domain depth: WA broadacre cropping, dairy, sheep & beef systems, regenerative agriculture, carbon & nature markets, agri-analytics, on-farm data interpretation

Technical AI / Claude Code workflow tooling, data analysis, biological product positioning, formal business writing

EXPERIENCE

Business Development Manager

Jan 2026 – Jun 2026

DuraTerra | Perth, WA — early-stage agtech (nutrient-efficiency biologicals)

- Ran capital-raising outreach to family offices and agtech VCs, managing the investor pipeline from first contact through NDA and into diligence.
- Built the financial model underpinning DuraTerra's impact on farm businesses, translating agronomic and carbon assumptions into investor-facing unit economics.
- Co-authored the information memorandum, pitch deck and executive summary used in live investor conversations.
- Developed go-to-market strategy, sales strategy and competitive positioning, analysing global biologicals players (Loam Bio, Pivot Bio, Troforte, Ecogrowth) and translating field-trial data into value propositions grounded in crop-yield economics.
- Prepared grant application with CSIRO as research partner, and co-developed a Gold Standard carbon methodology concept note for the insetting program.
- Completed Cohort 4 of the Founders Factory WA Nature Tech Accelerator.

Agribusiness Intern

Sep 2025

Growth Farms Australia | Melbourne, VIC — institutional farmland manager

- Built detailed financial models — forecasting budgets, farm input models and investment performance forecasts.
- Contributed to investment memoranda for prospective investors and joined strategic planning sessions with senior leadership and external consultants.
- Identified key performance drivers across assets within a farm efficiency and productivity forecasting project.

Agribusiness Intern

Sep 2025

Impact Ag Partners | Armidale, NSW — regenerative farmland asset manager

- Conducted a feasibility analysis for a branded grass-fed beef program at Wilmot Cattle Company and drafted supporting investment summaries.
- Analysed Australian cattle supply, demand and pricing dynamics; shadowed the Wilmot Cattle Company general manager on operational and strategic priorities.
- Worked with the Natural Capital and Carbon teams on carbon markets, environmental metrics and ESG integration.

Agribusiness Intern

Sep 2024

Argyle Capital Partners | Brisbane, QLD — agriculture & water-entitlement investment manager

- Drafted investment memos and reports summarising key findings and recommendations for institutional investors.
- Analysed institutional investment in Australian agriculture (2017–2024), prepared for presentation to an Aware Super portfolio manager.
- Compared leveraged vs. non-leveraged water managers and supported portfolio performance reviews and risk assessments.

EARLIER FARM EXPERIENCE (WESTERN AUSTRALIA, ~3 YEARS)

Carslake Holdings — Farm Hand, broadacre cropping & sheep; machinery, livestock, seasonal planning. Feb 2023 – Jan 2024

Lockwood Farms — Farm Hand, sheep & cropping across WA's Great Southern. Apr 2022 – Nov 2022

Waterhatch Dairy — Farm Hand, 1,000-head dairy; milking, welfare, silage & hay contracting (20+ regional operations). Jun 2021 – Feb 2022

McIntosh & Son — Trade Assistant, agricultural machinery dealership; assembly alongside technicians. Dec 2020 – Mar 2021

EDUCATION

Bachelor of Business (Agribusiness) Feb 2024 – Dec 2025

Marcus Oldham College, Geelong VIC — awarded 5 December 2025 • Distinction average across 24 units

- Distinction average.
- International study component — visited 50+ agricultural operations across Australia, the US and New Zealand.

Scotch College, Perth — Secondary education, 2014–2020.