



Making contracts work for everyone

Farmdrop is an online ethical grocer that sources food from local farmers, fishermen and other producers. Founded in 2012, the company now provides farm-to-table food options for consumers in Greater London. Farmdrop also offers products for children and pets, and ethically-sourced health and beauty items. Farmdrop has received more than £20m in funding.

“The fact that it’s been so easy for farmers to adopt Juro is incredible for us”

Jaks Pemberton, Buyer, Farmdrop

The challenge: no formal process

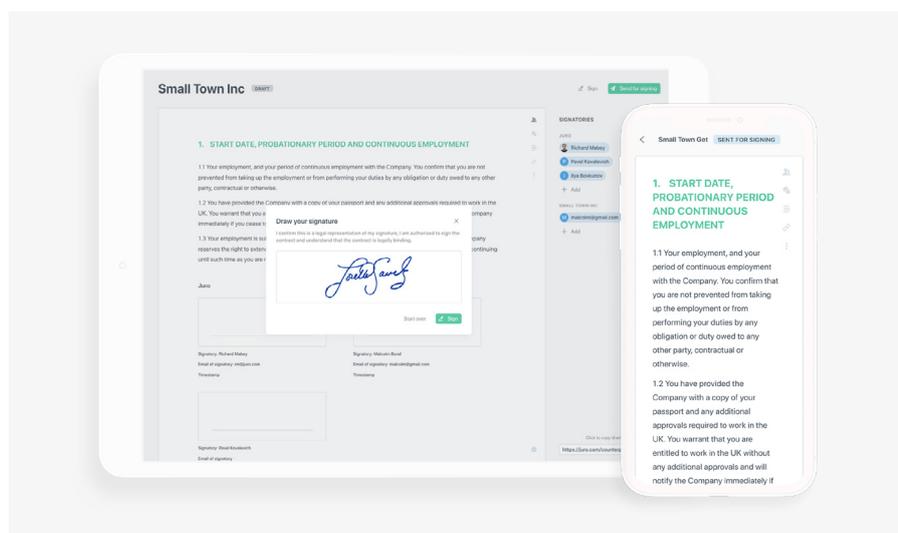
Farmdrop's agreements between buyers and suppliers were informal and undocumented. The buyers were responsible for managing stock and working with suppliers to buy produce, without a formal contract process in place.

Buyers also managed the account forms, but adding information was a lengthy task, buyer Jaks Pemberton recalled: “we either entered information in a detailed spreadsheet, or printed, signed and scanned the document. It was time-consuming and would only get less manageable as we scaled.”

The requirements: what did Farmdrop need?

To manage supplier retainment, Jaks hoped to establish a scalable legal workflow that all parties could understand: “we interact with farmers and fishermen – they’re not exactly from a legal background! Making the process simple and user-friendly is key.”

It was also imperative that the new process resulted in faster time-to-value: “we’re undergoing an expansion project to double our sustainable producers. We’ll need to manage many more documents – from onboarding forms to hygiene documents. An effective legal process will lift the weight of our workload.”



Juro's proprietary eSignature solution is mobile-responsive, allowing signature on any device.

The solution: a contract workflow that's ready to scale

Farmdrop implemented Juro in October 2017. Implementation was fast – Farmdrop were onboarded and using Juro within a few days. It wasn't long before Jaks and his team noticed the benefits.

LEGAL TECH ANYONE CAN USE: Having an interface that was easy to use by people beyond legal was imperative – “we deal with farmers, who aren't standard legal tech users, so the fact that it's been so easy for farmers to adopt Juro is incredible for us.”

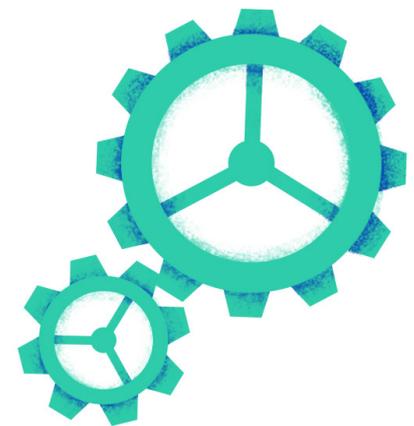
A FRICTIONLESS WORKFLOW: “We create and send so many documents through Juro now – from supplier contracts, to terms of business, to onboarding forms. It takes minutes, end-to-end.”

INTEGRATED FEATURES: “It's so useful to have contracts stored in one place. We've been using the reminders feature, which allows us to set reminders for documents that are about to expire, so we can chase down recent versions. Features like this create a manageable workflow, where signing and storing happens in one place.”

The results: a future-proof legal process

Farmdrop needed to add rigor to their workflow, and make sure contracts were managed as part of a process robust enough to handle rapid growth. Making this process as easy to understand and implement as possible was key, especially as buyers interacted with suppliers who didn't come from a legal background. Now, with suppliers and buyers using Juro, Jaks can focus on scaling the producer base of the business.

By implementing Juro, Jaks was able to create a contract process that was formal and robust, but still flexible and user-friendly. “We wanted a simple workflow for producers and the buying team, and Juro didn't disappoint. I would absolutely recommend Juro – and I have!”



Juro for operations: remove friction, keep control ■ ■ ■

<p>★★★★★</p> <p>“It makes creating and managing customer contracts at scale an absolute breeze”</p> <p>Sharief Abdel-Hadi Sales team, Nested</p>	<p>Contract management</p> <p>A frictionless workflow at every stage of the lifecycle.</p>	<p>Become data-driven</p> <p>Make smarter decisions with analytics on your workflows and contracts.</p>	<p>Reduce your risk</p> <p>Keep track of key contract deadlines and never miss a renewal again.</p>
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About Juro

Juro is the contract collaboration platform that enables businesses to agree and manage contracts all in one unified workspace. Juro is backed by Union Square Ventures, Point Nine Capital, Seedcamp and the founders of TransferWise, Gumtree and Indeed. Juro's customer base includes Deliveroo, Skyscanner and Reach plc.

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