



**Planet Positive**

## **Case Study**

### **SafeRock & Planet Positive**

Building global partnerships through sport and trust

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# Introduction

**SafeRock is a UK company focused on improving soil health and agricultural productivity through natural mineral solutions. To support international expansion, SafeRock partnered with Planet Positive, a unique business development agency that builds high-level relationships through the world of polo.**

This partnership was designed not as sponsorship but as a long-term growth strategy. Within the first year, SafeRock achieved over £200 million in signed contracts, secured more than £1 billion in signed memorandums of understanding, and began advanced negotiations on a multi-billion pound agreement with the Government of India.



## Understanding the Challenge

Pomerite, SafeRock's core product, is a proven soil enhancer with growing demand across the world. However, entering new markets, especially at a government or national distribution level, requires more than just strong data. It requires trusted introductions, local alignment and credibility.

Traditional routes such as expos and cold outreach were not fast enough. SafeRock needed a direct, culturally respectful and effective way to build meaningful connections.

## The Planet Positive Approach

Planet Positive designed and delivered a fully managed polo team to serve as a strategic platform for relationship building.

In the world of polo, many senior leaders across business and government engage in a relaxed yet trusted setting.

Planet Positive used this environment to support SafeRock in establishing authentic relationships with senior stakeholders involved in agriculture, sustainability, investment and trade.

The team was managed entirely by Planet Positive. This included logistics, branding, player recruitment, events, and most importantly, business alignment.

## Results in the First 12 Months

- Over £200 million in signed contracts
- £1 billion in signed MOUs across multiple markets
- A multi-billion pound agreement in final-stage negotiation with the Indian Government
- Country-specific deals signed in:
  - Egypt: £183 million over 10 years
  - China: £963 million over 10 years
  - Saudi Arabia: £7.2 million over 5 years
  - Australia: £4.4 million over 5 years

Active discussions continue in the EU, Argentina, Qatar, Kuwait, Chile, Vietnam and other priority markets.



# High-Level Government Engagement

Planet Positive focuses on respectful, meaningful introductions with long-term value.



A meeting at the Ministry of Climate Change and Environment in the UAE led to direct engagement on sustainable agriculture solutions for desert regions.

A formal dinner at the Argentine Embassy supported SafeRock's expansion plans into South America's grazing and soil regeneration sectors.





# Strategic Partnerships

In parallel with government relationships, Planet Positive also facilitated major commercial and R&D collaborations.

- **Indigo Ag (United States):** Co-developing dual-action soil improvement solutions using Pomerite and biottrinsic microbes
- **Andermatt (Switzerland):** Working together to create natural mineral and biological solutions for organic farming
- Planet Positive is led by two founders who bring both network depth and business experience.

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**Andrew Ward** has spent more than 30 years within international polo. As a former professional player and respected figure in the sport, his long-standing relationships span club owners, diplomats, family offices and senior business leaders. These connections were built through mutual respect and shared experiences over decades of competition and collaboration.



**Matt Taylor** brings over 30 years of experience in vendor-side leadership, channel strategy and technology sales. He has worked across Europe, Asia and the USA, helping vendors enter new markets through trusted partnerships and scalable sales frameworks. His commercial understanding ensures that introductions are followed by well-structured growth.

# Sporting Performance and Professionalism



Under the leadership of Andrew & Sporting Director Duncan Hotston, the SafeRock Polo Team became a respected and competitive presence on the UK circuit.

Duncan is a former professional player and experienced team manager with a strong reputation across the sport. He oversees player selection, horse partnerships, training schedules and event strategy.

In their debut season, the SafeRock team achieved:

- Victory in the Heyshott Cup at Cowdray Park Polo Club
- Victory in the Tillington Trophy
- Several Best Playing Pony and MVP awards
- Widespread respect within the polo community

These achievements helped position SafeRock not only as a sponsor but as a team with credibility and commitment to the sport.





# Media Presence and Storytelling

Planet Positive created and managed SafeRock's digital and visual storytelling throughout the season. The Instagram page [@saferock\\_polo\\_team](#) became a central channel for sharing tournament highlights, ambassador activities and the brand's presence at high-level events.

This helped reinforce SafeRock's positioning as a values-driven and internationally oriented company.





# Conclusion: A Model for Relationship-Based Growth

**Planet Positive is not a sponsorship or marketing agency. We are a business development partner that uses sport to accelerate trust, create access and build momentum.**

For SafeRock, this translated into real contracts, long-term partnerships and active negotiations in markets that are typically hard to access.

If your goal is to build meaningful relationships with key decision makers, while maintaining respect for culture, protocol and pace, Planet Positive offers a proven and effective path forward.

We would be honoured to learn about your business and explore how we can help it grow.

**Let's connect.**

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