**Why Vertical Agents are Powerful**

1. **Pre-trained on Industry Knowledge**
   * Already knows organic farming terms
   * Understands specific regulations
   * Knows common workflows in that industry
2. **Easier to Sell**
   * "This AI specifically handles organic certification paperwork"
   * vs. "This AI can do anything you want"
   * Clients immediately understand the value
3. **Higher Pricing**
   * Specialized = more valuable
   * Can charge $3-10K/month per client
   * vs. generic tools at $20-50/month