PRODUCT DEVELOPMENT PROCESS
DELIVERING RESULTS

GROWER FEEDBACK/
IDENTIFY MARKET NEEDS

1 PROOF OF CONCEPT
Does the idea work?

2 PRODUCT FORMULATION
Is the product stable and easy to use?

PRODUCT TESTING 3
Does the product provide consistent performance on Cannabis?

4 GROWER TESTING
Does the product work for you?

LAUNCH

DID YOU KNOW?
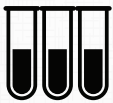
12
different trials conducted to
test each product

8
different cultivars used to
test each product

720
plants tested for each product

20+
different types of data collected

18,000+
data points generated for
each product in development

18-36
months to bring a
product to market

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