

Indigo Gardens | Business + Brand Audit

Objectives

- Clarify your business goals/operations
- Review your business strategy and understand your business goals
- Review your products/services
- Review your target markets/demographics
- Review competitors/inspirational brands
- Define the opportunities and/or challenges that exist in the industry, your target markets

Target Market

- 40.9% of people ages 21–35 consume cannabis
- 32.52% of adults 45 years or older consume cannabis
- Baby boomers are the fastest growing cannabis consumers with a NYU study reporting a 71% increase from 2006–2013
- 27.46% of cannabis consumers have combined household incomes of over \$75,000
- 84.28% of cannabis consumers use it at least one time per day
- 16.64% of cannabis consumers use it medicinally
- 18.71% of cannabis consumers use it recreationally
- 64.65% of cannabis consumers use it both medicinally and recreationally
- 63.52% of cannabis consumers have been using it for 10 years or more
- 90.19% of cannabis consumers consider flower combustion their preferred method of ingestion
- 56.42% of cannabis consumers consider edibles their preferred method of ingestion
- 47.36% of people use a vaporizer as their preferred method of ingestion
- 25.71% of cannabis consumers spend \$50 a month (\$600 per year) on cannabis products
- 21.14% of consumers spend over \$300 per month on cannabis products
- According to a Gallup Poll from 2016, 13% of the United States population disclosed that they currently consume cannabis
- 77.78% of cannabis consumers prefer a product that was grown organically
- 68.74% of cannabis consumers prefer pesticide-free products
- 9% of all Oregon adults agreed that they use marijuana more often now that it has been legalized in Oregon
- 51% of Oregon adults said they have seen or heard advertising for marijuana products or stores in their community (in TV, radio, signs, billboards, newspapers, pamphlets, street side marketing) in the past month
- New recreational cannabis users skew toward women between the ages of 25 and 44, and half say they are in the market to explore medical applications
- The #1 brands in select categories in California and Colorado market for specific effects, like sleep and energy (could incorporate into packaging in later phase)

- According to a leading report, the average cannabis consumer:
 - Has a high income and advanced education
 - Lives in the suburbs
 - Enjoys the outdoors and fine arts
 - Is physically active
 - Is extremely concerned about personal care
 - Shops for organic and gourmet foods
 - Pairs cannabis with other products
 - Is fluent in the language of strains and products
 - Values dispensary relationships
 - Is comfortable with all of the avenues for consumption, including inhalables, edibles and topicals
- 4,997,000 grams of flower were sold in Oregon in 2016
 - 2,170,000 of that was sold in Portland

Sources for demographic data:

cannabisconsumer.org | oregon.gov | [BDS Analytics](#) | oregon.gov

Key Competitors

There are a number of Oregon-based farms who market themselves with a brand promise that revolves around organic and sustainable methodologies, Clean Green certifications and are Certified Kind. Some also incorporate initiatives that give back to their local community. Many other producers claim to have the purest, highest-quality flower available on the market.

Primary Competitors

Sofresh Farms

"We need to go beyond sustainable business practices. For each gram of cannabis we cultivate, our goal is net carbon sequestration and to give local people jobs."

Atlas Farm

"At Atlas Farm, we utilize the leading sustainable and natural farming techniques to ensure our cannabis flower is of exceptional quality for our recreational and medical users."

Green Barn

"We are a cooperative of pioneering legal organic marijuana farmers growing quality, tasty fire for the masses. We give back 4.20% of profits to local charities, schools and more each year."
(Successful farming collective in WA that's looking to expand to OR)

Yerba Buena

"Yerba Buena is an award-winning Oregon cannabis cultivator of organically-grown flower that offers a consistently beautiful, clean, effective, and delicious experience. Yerba Buena is a Clean Green Certified™ and Certified Kind™ cannabis grower dedicated to growing conscientiously and organically."

Gnome Grown Organics

"Gnome Grown has been producing the finest cannabis in the Pacific NW. We hold ourselves to the highest standard of regenerative growing practices, handcrafted cultivation, and post-harvest care. Nature rewards us with the most remarkable cannabis you'll ever enjoy."

TJ's Cannabis Buds, Edibles, Oils, and More

"Founded in May of 2015 by Tom and Jenny 'TJ's Cannabis Buds, Edibles, Oils, and More' is a locally owned company dedicated to providing a quality cannabis experience."

Pistil Point

"A premium craft cannabis producer and extractor operating one of the largest indoor cannabis facilities in the Pacific Northwest."

Fox Hollow Flora

"The Purpose of Fox Hollow Flora is to help humanity recover our inherited connection with cannabis by providing the world with flowers of utmost quality and products that represent our highest integrity. Our flowers took First Place Indoor Flower at Eugene's GanjaCup in both 2015 and 2016."

Secondary Competitors

Quill Vape Pens

"The Quill is a recyclable all-in-one vaporizer with .75 grams of pure CO2 extract. Single-source and terpene-rich, each Quill contains only natural cannabis. No artificial flavors and no adulterants ever."

Willamette Valley Alchemy

"Willamette Valley Alchemy is a community-inspired, craft cannabis company based in the heart of Eugene, Oregon."

Dirty Arm Farm

"We are growing craft strains that discerning connoisseurs will come back for. We utilize a triple peak gutter connect high-tech greenhouse to grow you the best of the best medicines."

Competitive Advantages + Differentiators

- One of very few luxury products on the market
- Premier luxury flower on the market
- True potential of regenerative agriculture
- Farm ecosystem with ecstatic and loyal employees
- Strong company culture
- Regenerative and sustainable farming practices
- Champions of the craft while being stewards of the soil and land
- Smart and innovative brand that follows through on its promise
- Dedicated founders who act as effective sales force
- Collaborations with well-known hash makers
- Butterfly Effect, which helps every buyer give back

Key Products

- Luxury cannabis flower grown in mixed spectrum environment
- Extracts that incorporate rose petals from the farm
- Using kiwis, peaches and cherries from the farm - either selling them at farmers markets or using them to create extracts
- Partnerships to create pure and unadulterated extracts
- Pre-rolls (Cabana-level packaging)
- Cannagars
- Solventless extracts
- Ice hash
- RSO
- Live Resin
- In-house grown flowers and herbs that can be infused into products

Key Services

- Education to budtenders
- Farm tours/certification program for budtenders
- Infusions of fruits and farm-grown scents into products
- Potential non-profit partnership to support and leverage when selling cannabis to dispensaries
- Providing consistent, euphoric experience to end consumer
- Industry forum or association

Value Provided to Market

- Provide consumers with the most pure, consistent and euphoric cannabis experience
- Offer excellent cannabis experiences while minimizing resources needed to cultivate product
- Provide products that people can be confident and proud to enjoy, guilt-free
- Operate with a level transparency and integrity that consumers respect and trust
- Potency and aromas that convey the level of love and hard work our team puts into each plant
- Ability to identify world-class genetics that deliver a stellar product to consumers

Brand Keywords

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| • Sophisticated | • Premium | • Collaborative |
| • Passionate | • Refined | • Educational |
| • Craft | • Cultural | • Transparent |
| • Sustainable | • Approachable | • Experiential |
| • Cultivated | • Elevated | • Curated |
| • Euphoric | • Loyal | • Simple |
| • Communal | • Compassionate | |
| • Premier | • Committed | |