

Understanding the Complexity & Opportunity of the Cannabis Industry





Presented By:



Stephen Gieder, Founder, Humboldt Green

History of Cannabis Plant

The Challenges of the Cannabis Plant

The Ever Changing Needs of Cannabis Cultivator

Introduction To New Cannabis Greenhouse

Controlling Environment

Cannabis Industry Facts

The Opportunity

Be Ready Be Smart

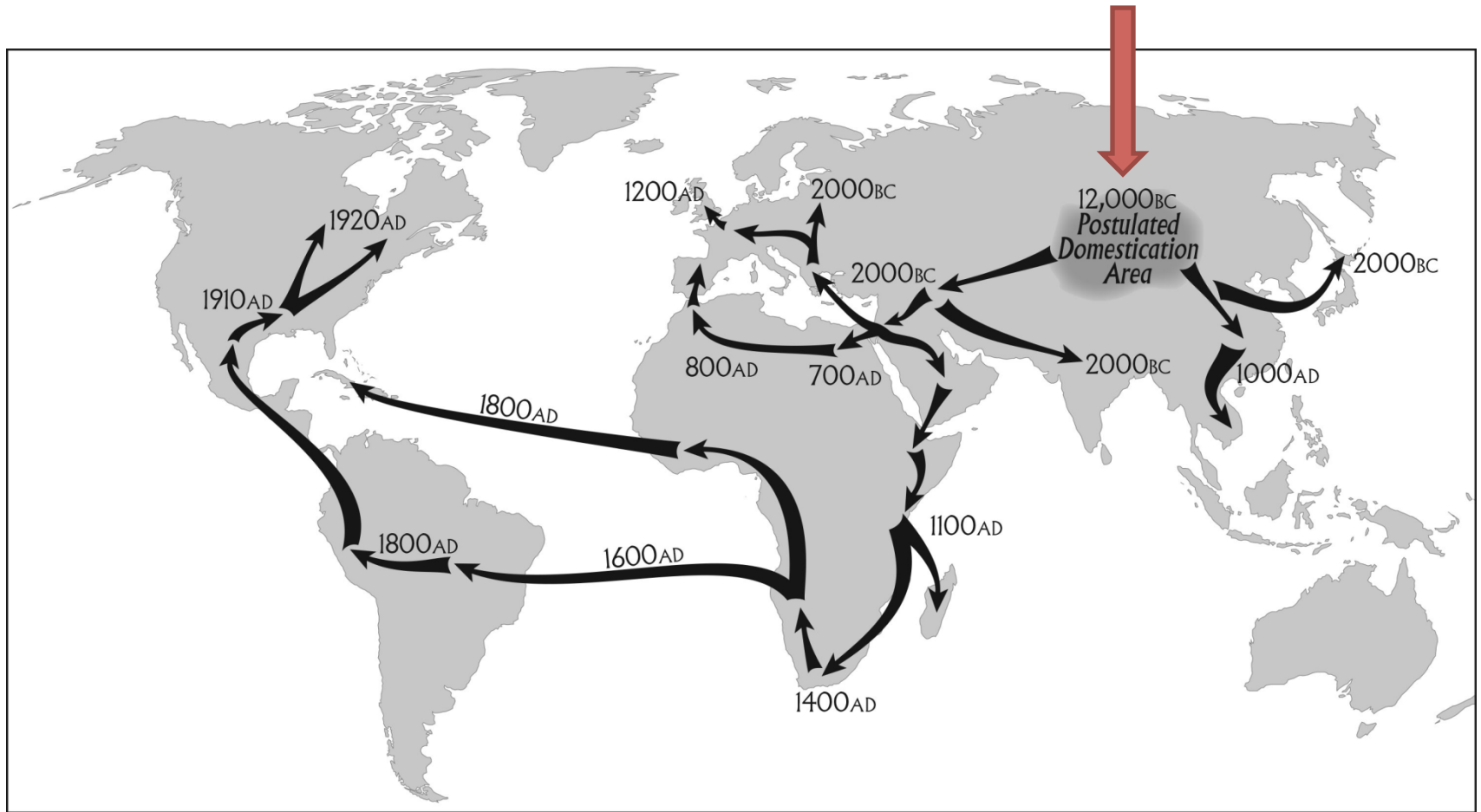
Biography of Humboldt Green



Biography of iGROW365



Where Does The Cannabis Plant Come From



How Many Strains Are There?

Cannabis Sativa

Cannabis Indica

Cannabis Ruderalis

According to Cannabis
Reports there are about

8,737 known strains globally

Each Cultivar Grows
Different And Has Special
Cultivation Needs



The Cannabis Cultivation Challenge

The cannabis plant can be very susceptible to detrimental influence, making successful cultivation a complex system of managing its environments.

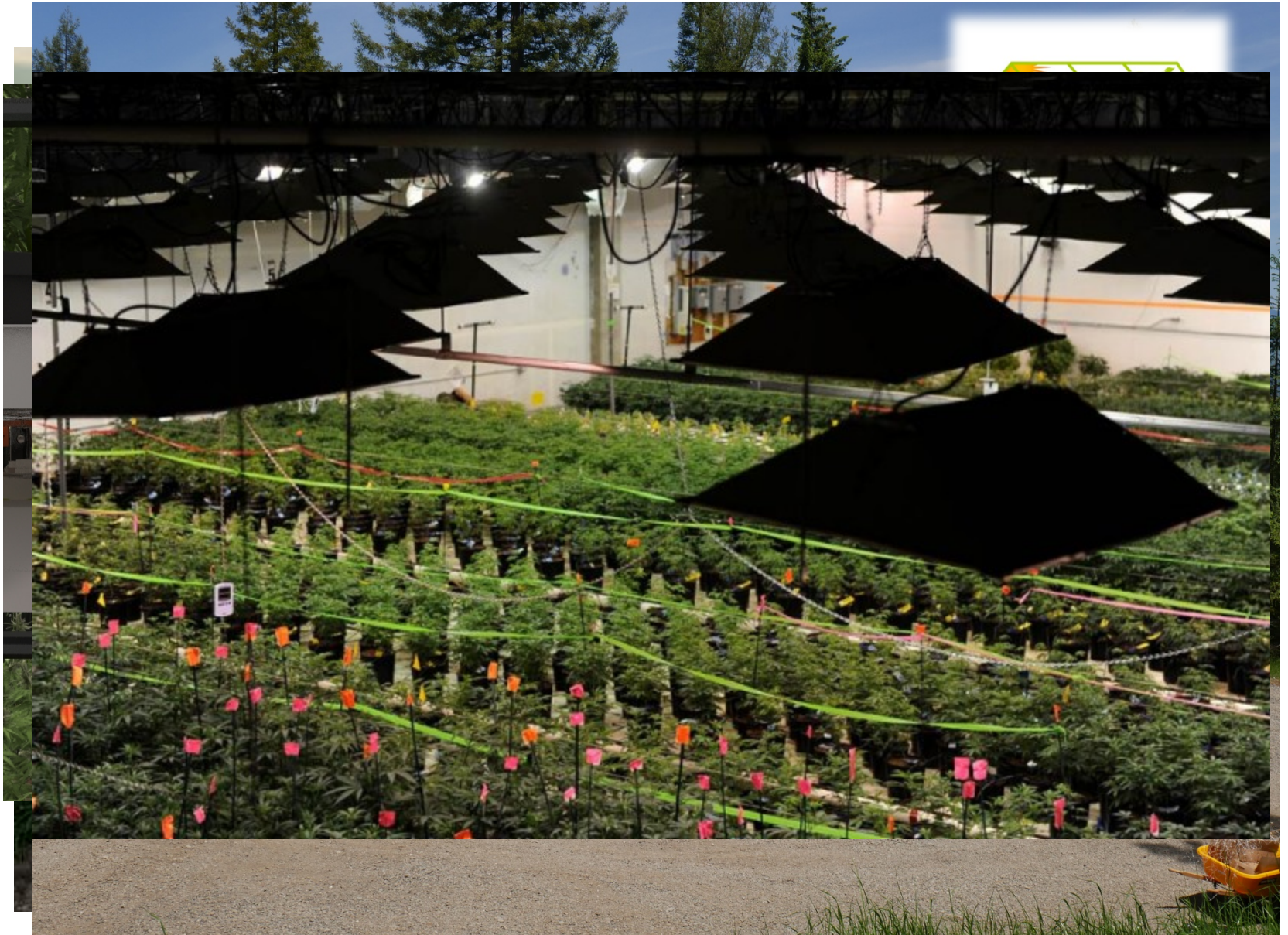


Zinc Deficiency

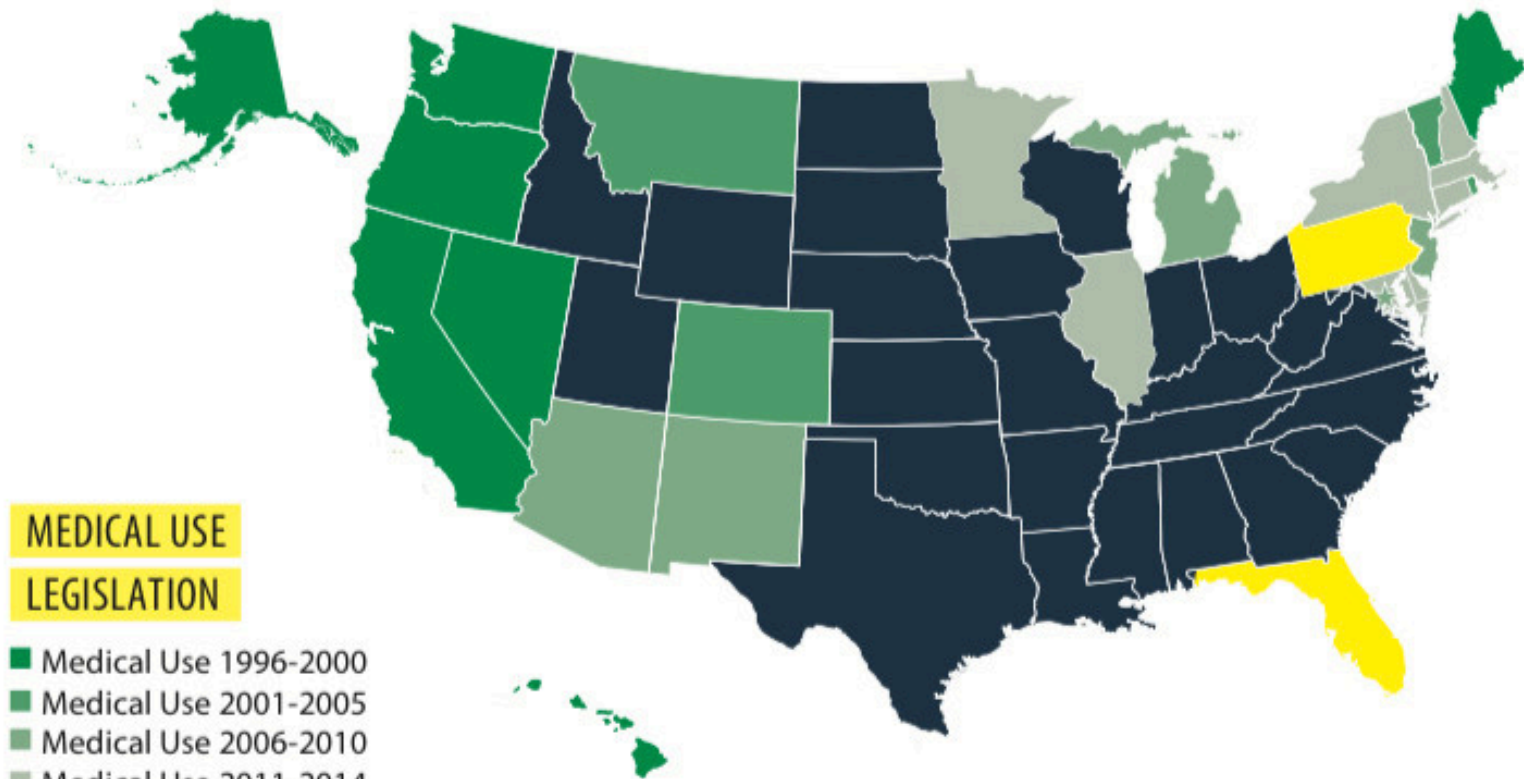
The Cannabis Cultivator PAST



The Cannabis Cultivator PRESENT



Growth of Cannabis Industry

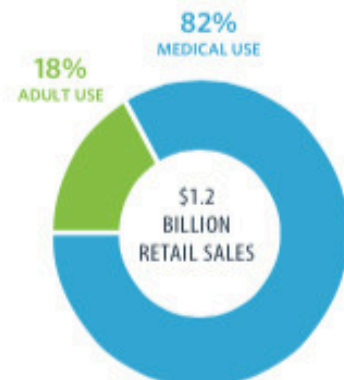


MEDICAL USE LEGISLATION

- Medical Use 1996-2000
- Medical Use 2001-2005
- Medical Use 2006-2010
- Medical Use 2011-2014
- Medical Use 2015-2016 (projected)
- No Medical Use Law

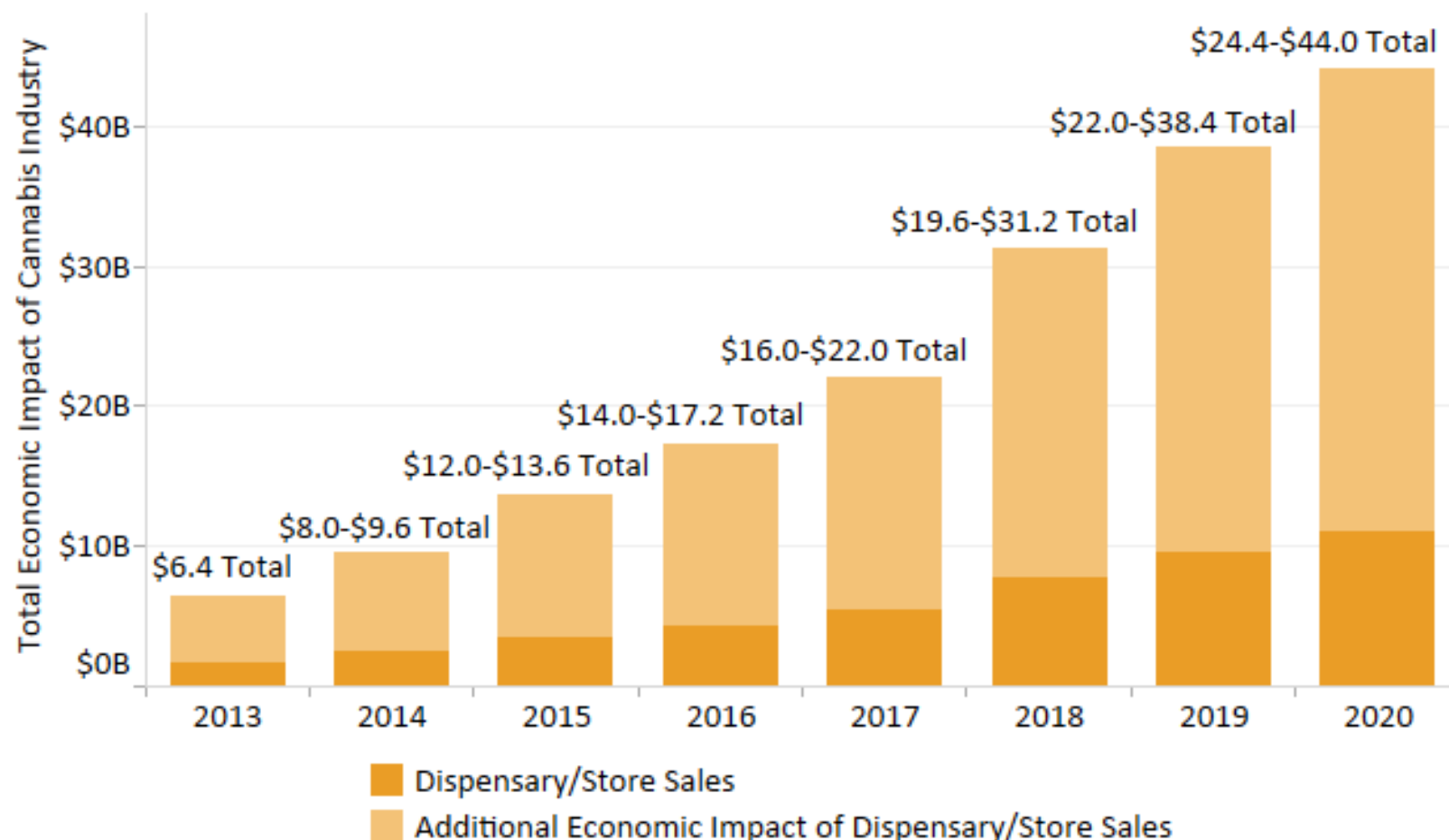
74% GROWTH IN 2014

U.S. legal cannabis market **GREW**
from **\$1.5 BILLION** in 2013 to
\$2.7 BILLION in 2014



U.S. Cannabis Industry Total Economic Impact: 2013-2020

In Billions of U.S. Dollars



Source: Marijuana Business Factbook 2016

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Needs of Cannabis Industry

Consumers

Nearly half (49%) of Americans say they have tried cannabis, and 12% in the past year, it is the most commonly used drug in the U.S.

13 million people in PA /50% = 6.5 million people
10% are ready to be patients today =
650,000 people want cannabis day 1

**Supply needs to catch up to Demand
Through Sustainable Cultivation Practices**

Taking Advantage of The Opportunities

**LOYALTY IS NOT WON BY
BEING FIRST. IT IS WON
BY BEING BEST.**

STEFAN PERSSON

Grow Your Business Through Your Experts



New Regulations on Cannabis Growers

More Regulations =

More Products & Services Needed

More Accountability

More Procedures of Operations

More Pharmacology

More Chances of Roadblocks to Success

Be Ready Be Smart

Don't Assume Be Active on Panels and

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Thank You So Much

