



POTENCY TESTER CREATES EXTRA REVENUE FOR RETAILER



OPPORTUNITY

- ✓ Ancillary revenue from potency testing services

RESULTS

- ✓ \$75 per test | 40 tests per month
- ✓ 12-week equipment payoff

POTENCY TESTING BENEFITS

- ✓ Improved supply chain and purchasing
- ✓ Harvest optimization

A REVENUE OPPORTUNITY

- ✓ Retailers
- ✓ Wholesalers
- ✓ Large and small cultivators
- ✓ Anyone in the cannabis supply chain

Cannabis entrepreneurs are always on the hunt for new ways to improve the medicines they love — and generate some fresh revenue in the process. So when Damon Giesbrecht realized how much confusion surrounds cannabis’s potency, he saw a business opportunity.

A Quick-and-Easy Testing Service

“The dude-on-the-couch method of quality control doesn’t work anymore,” says Giesbrecht. “There’s no real way to figure out what the THC and CBD levels are without testing.”

As a co-owner of Cara’s Confidential, Giesbrecht provides indoor growing equipment to the cannabis community of his hometown in Saskatchewan, Canada. Now, he provides quality assurance testing too.

“I was very impressed with how quickly interest gained in our testing service,” says Giesbrecht. “Our testing unit paid for itself in three months.”

A \$75 Potency Test Proves Priceless

Retailers use Giesbrecht’s service to negotiate better wholesale prices and to better understand what they’re buying. Because testing saves them tens of thousands of dollars, they’re happy to pay Giesbrecht’s fees.

“Most of the retailers that ended up with licenses have little to no experience with cannabis,” says Giesbrecht. “What we’ve been able to do for those guys is provide them a quick learning curve to effectively negotiate what the pricing should be.”

GEMMACERT

- ✓ Portable
- ✓ Easy 2-minute test
- ✓ Does not destroy sample!
- ✓ Low purchase price and overhead



Home growers and First Nations groups also use Giesbrecht's testing service to understand the THC and CBD ratios of their medicinal cultivars. The demand from these groups has been surprisingly high.

Because Giesbrecht is certified by the Trichome Institute, Cara's Confidential has a lot of credibility. In addition to potency testing, he's able to visually assess pest damage and nutrient deficiency, and deduce pesticide use based on the evidence of biological controls.

Why GemmaCert?

After considering several potency testers, Giesbrecht decided on the GemmaCert. Its accuracy, ease of use, and quick, non-destructive testing procedure were the deciding factors. The GemmaCert uses near-infrared spectrometry and data analytics to assess THC

and CBD. Then, it displays the results through an app. Like an HPLC, GemmaCert estimates potency by comparing measured characteristics to a reference. For this purpose, GemmaCert has the world's largest and most comprehensive database of cannabis flower spectra accumulated since 2016. This database is growing daily and already includes thousands of samples.

How to Market a Testing Service

For entrepreneurs already operating in the cannabis space, starting a testing service is simple and easy. Opportunities abound if you do business with cultivators, wholesalers, retailers, extraction companies, or home growers. Giesbrecht has found a lot of business

through word of mouth throughout these markets.

Instagram has been effective too — and free. Cara's Confidential already had a small social media following; occasional mentions of the GemmaCert tester were all it took to drive significant business. Giesbrecht is able to offer mail order services — in addition to testing at his location and his customers facilities — thus expanding the reach of his business.

Small Testing Goes Big

Potency variance is a systemic problem that traditional