

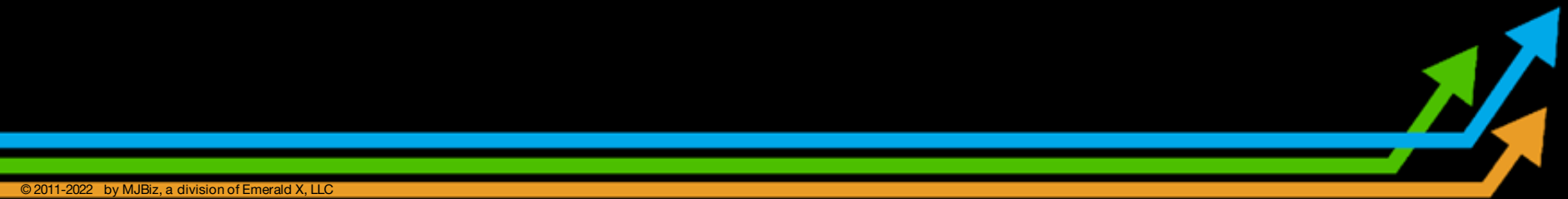
THE 11TH ANNUAL

MJBizCon[®]

Diamonds in the Rough: Finding Success in a Competitive Manufacturing Space



Steve Morigi
Brand Manager
Olio



Visualizing a Bright Outlook

Integrity & Consistency

True Differentiators

Diversity of Products

Brand Recognition



Visualizing a Bright Outlook

Integrity & Consistency



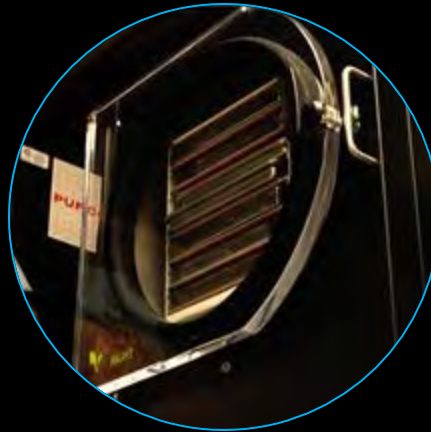
Quality of Inputs



SOPs ensure consistency of product handling throughout the process each time.



SOPs ensure consistency of product handling throughout the process each time.



SOPs ensure consistency of product handling throughout the process each time.



Proper equipment for each part of the extraction process is crucial for a consistent end product.



<https://www.lowtemp-plates.com/>

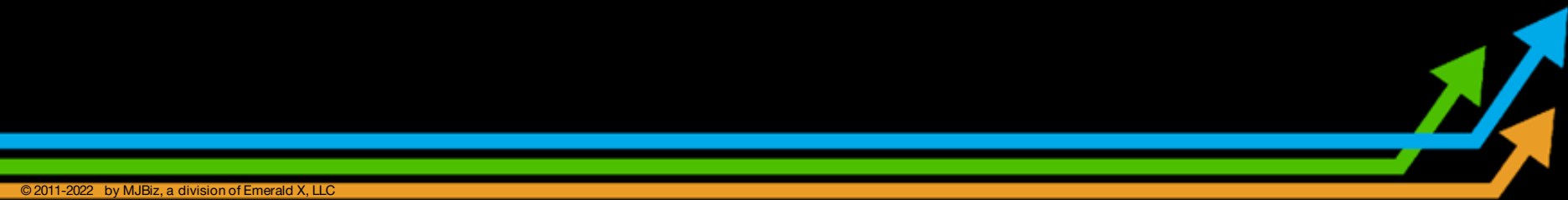


Visualizing a Bright Outlook

True Differentiators



**Introducing New Technologies:
New tech can create buzz in the industry**



Unique Form Factor:

Making sure your product stands out from the rest in a retail environment is crucial to survival. If you specify common packaging material and finishes to keep costs down, it's important to counter that lack lustre packaging with outstanding artwork/design/color theory.

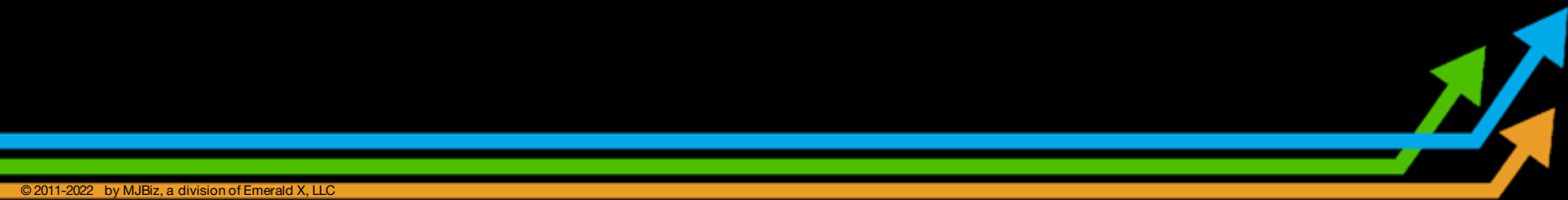


Collaborate

Collaborating with artists, athletes or musicians can open your organization up to new opportunities in marketing.



**Introducing New Technologies:
New tech can create buzz in the industry**



Visualizing a Bright Outlook

Diversity of Product



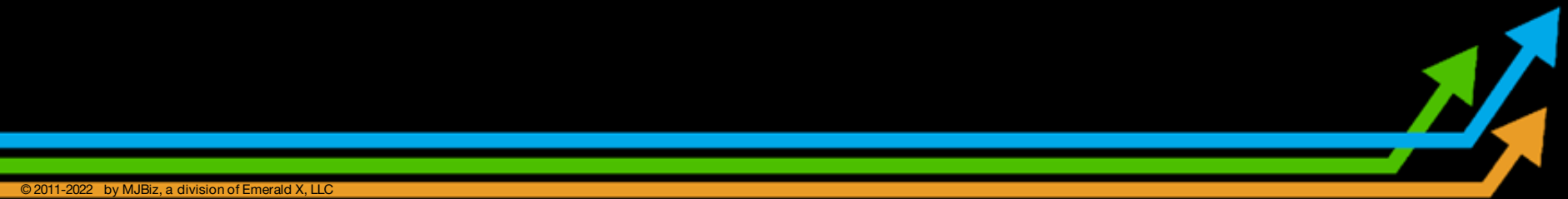
Have Multiple SKUs for Each Extraction Method To Further Diversify Your Product Lineup



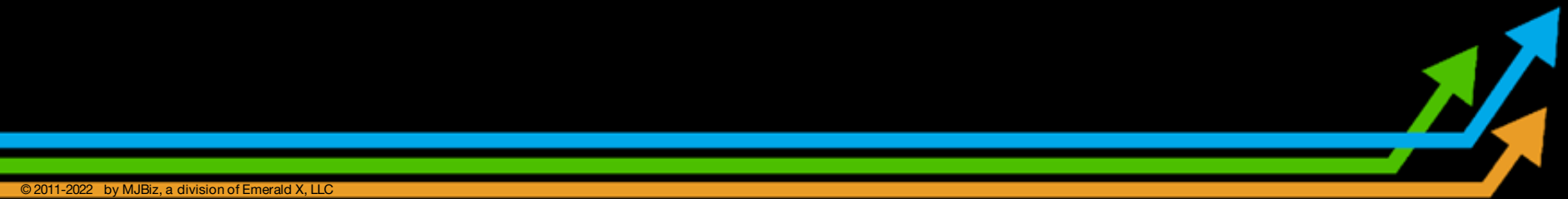
Have Multiple SKUs for Each Category in Your Repertoir To Further Diversify Your Product Lineup



Vape Carts are a good example of a common way concentrate companies are able to use a product in a different way to supply a different delivery method for extracts to a more diverse clientele.



Our Edible Line



Visualizing a Bright Outlook

Brand Recognition



Artist or Athlete collaborations are a good way to get your brand out to people that don't yet know of it.



Social Events: Budtender Appreciation



Community outreach: We partnered with Denver Permaculture Design Course to offer two scholarships through their 2022 PDC! GreenSeed program.





Cost Expectations



Cost Expectations

Labor
Insurance
Equipment
Rent
Marketing
Packaging

Samples
Budtender trainings
Design
Testing
Delivery/transport
Events

Cost Expectations with initial scalability



Cost Expectations

Larger orders lead to better price per unit but will need storage

Build relationships with vendors and keep lines of communication open

Expect lower pricing as market becomes more competitive



Cost Expectations

Testing requirements are different in
each state

Understanding these rules and having
a year long plan is highly valuable to
know when to time different projects



Building The Right Team





Building The Right Team

Passion

Ability to work with
others

Collaboration

Problem solving

Be open to people from different backgrounds that have skills that can crossover.



Be open to people from different backgrounds that have skills that can crossover.



Retaining The Team

Reviews and communication

Finding the right rolls for
individuals

Company culture

Clear expectations

Reachable goals

Involve the team

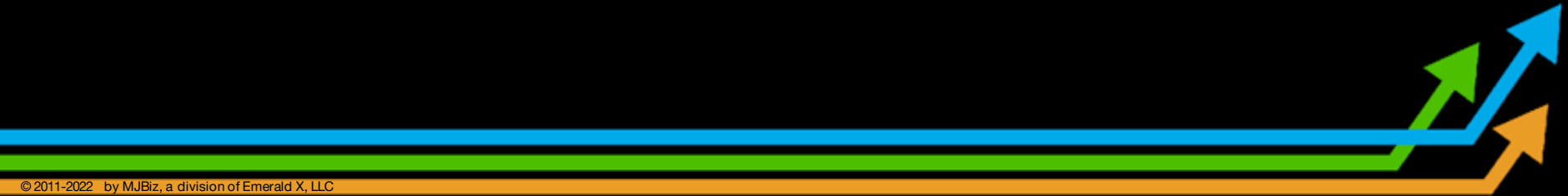


The Benefits of Competition



Competition Leads to Opportunities

A collaboration with the competition can lead to flavors each organization could otherwise not produce.



Competition Inspires and Motivates

Competition brings out the best in the right team and a common goal for everyone to work towards



Competition Leads to Teamwork

Competition creates opportunities for teamwork and team building for a common goal.



Other Positives

Wins in competitions are great morale boosts

Helps with entry into new stores

Can build hype for a new product/collab/strain

Can help increase demand which can hold or increase price



Thank you!



Steve Morigi
Brand Manager
Olio