



NUTRIENT COMPARISON STUDY

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NOVIK INDUSTRIES

The intentions of these nutrient comparison studies are to show that quality results can be achieved with specialty nutrients that are “Priced Right”.

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## ABOUT THE GROWER

Novik Industries is a premium Oregon based recreational cannabis manufacturer that played an integral role in the development of the Nutes Nutrient line. They were chosen as one of our major test facilities because of the quality of their cannabis products, and professional grade grow facility. The result of our finished product line and the high grade flower they are achieving speaks for itself, not only in their product and in ours but how industry collaboration can result in high quality flower while lowering the bottom line.

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- TRANSCRIPTED VERSION

- ORIGINAL VERSION FOR VERIFICATION OF AUTHENTICITY

- OPERATOR - JUSTIN MILLS

- TRANSCRIPTED VERSION

- ORIGINAL VERSION FOR VERIFICATION OF AUTHENTICITY

# BUSINESS PROFILE



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**BUSINESS NAME: NOVIK INDUSTRIES**

**STATE: OREGON**

**YEARS IN BUSINESS: 7 YEARS**

**FARM SIZE: TIER 1. 4890 SQ FT CANOPY**

**10,000 SQ FT WAREHOUSE**

**GROWING STYLE: INDOOR**

**LIGHT SOURCE: FLUENCE VYPR PLUS LED BLOOM**

**SPYDR RX PLUS LED VEG**

**MEDIUM: COCO AND PARALITE**

**WATERING STYLE: DRAIN TO WASTE**

**NUTES NUTRIENTS FEEDING SCHEDULE: 4**



# OWNERS



**NAME:**

**MONTIE MYRVIK**

**TITLE:**

**PRESIDENT**

**EXPERIENCE:**

**25 YEARS**

**PRIMARY DUTY:**

**OVERSEEING AND MANAGING  
GROW**

**EXPERTISE: GROWING**



**NAME:**

**SHANE NOWKA**

**TITLE:**

**VICE PRESIDENT**

**EXPERIENCE:**

**25 YEARS**

**PRIMARY DUTY:**

**SALES AND MARKETING ,  
GROWING, CLIENT RELATIONS**

**EXPERTISE: BUSINESS, SALES,  
MARKETING AND CLIENT  
RELATIONS**



# OPERATORS



**NAME: JUSTIN "SCOOTER" MILLS**

**TITLE: CULTIVATION MANAGER**

**PRIMARY DUTY: MANAGING DAY TO DAY  
GROW OPERATION**

**EXPERTISE: 15 YEARS OUTDOOR AND INDOOR  
GROWING EXPERIENCE**



**NAME: TREVOR NOWKA**

**TITLE: CULTIVATOR**

**PRIMARY DUTY: TAKING CARE AND WORKING IN  
VEG AND GROW ROOMS**

**EXPERTISE: FEEDING, DELEAFING, HARVESTING,  
20 YEARS GROWING EXPERIENCE**



**NAME: PETE ESTEVEZ**

**TITLE: CULTIVATOR**

**PRIMARY DUTY: TAKING CARE AND WORKING IN  
VEG AND GROW ROOMS**

**EXPERTISE: FEEDING, MAINTENANCE, HARVESTING  
3 YEARS GROWING EXPERIENCE**

# GREASE MONKEY: TOTAL THC: 38.1%



## Certificate of Analysis

EVIO Labs Portland  
14775 SW 74th Ave, Tigard, OR 97224  
503-954-2562 / OLCC 010-10046111391 / www.EVIOLabs.com

### Grease Monkey

Novik Industries

020-1001089F440



Confident Cannabis ID: 1812GHA0068.2625

Sample ID: P180526-02

Matrix: Useable Marijuana

METRC Batch #: 1A4010300009AD000002162

Batch ID: Grease Monkey 12.6.18

Sampling Method/SOP: SOP.T.20.010

Batch Size (g): 4990

Date Sampled: 12/26/18 09:00

Unit for Sale:

Date Accepted: 12/26/18

Harvest/Production Date: 12.6.18

Harvest/Process Lot ID:

### Cannabinoid Analysis

Date/Time Extracted: 12/27/18 09:43

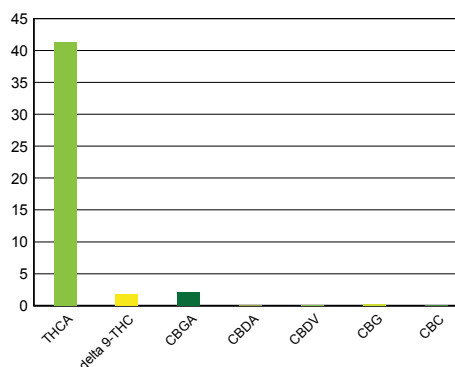
Analysis Method/SOP: SOP.T.40.020

Date/Time Analyzed: 12/28/18 22:00

Cannabinoids	LOQ(%)	mg/g	% weight
<b>Total THC</b> ((THCA*0.877)+Δ9THC)		<b>381</b>	<b>38.1</b>
<b>Total CBD</b> ((CBDA*0.877)+CBD)		<b>1.12</b>	<b>0.112</b>

### Cannabinoid Profile

THCA	0.050	414	41.4
delta 9-THC	0.050	18.6	1.86
delta 8-THC	0.050	< LOQ	< LOQ
CBGA	0.050	20.7	2.07
CBDA	0.050	1.28	0.128
CBD	0.050	< LOQ	< LOQ
CBDV	0.050	< LOQ	< LOQ
CBN	0.050	< LOQ	< LOQ
CBG	0.050	1.86	0.186
CBC	0.050	< LOQ	< LOQ
THCV-A	0.050	3.54	0.354
CBDV-A	0.050	< LOQ	< LOQ
CBL	0.050	< LOQ	< LOQ
Sum of tested Cannabinoids	0.050	460	46.0



### Moisture Content

Date/Time Analyzed: 12/28/18 00:00  
Analysis Method/SOP: SOP.T.40.010

Moisture: 14.1 %

### Water Activity

Date/Time Analyzed: 12/27/18 00:00  
Analysis Method/SOP: SOP.T.40.011

Water Activity: 0.468 aw

"Total THC" and "Total CBD" are calculated values and are an Oregon reporting requirement (OAR 333-064-0100). For Cannabinoid analysis, only delta 9-THC, THCA, CBD, CBDA are ORELAP accredited analytes. Cannabinoid values reported for plant matter are dry weight corrected; Oregon Water Activity action level is 0.65Aw and Oregon Moisture Content action level is 15%; Samples above limit will be highlighted RED; FD = Field Duplicate; LOQ = Limit of Quantitation.

*Kawai Medeiros*

Kawai Medeiros  
Laboratory Manager - 1/4/2019

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## **GREASE MONKEY: TOTAL THC: 38.1%**



# PINK: TOTAL THC: 34.9%



## Certificate of Analysis

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503-954-2562 / OLCC 010-10046111391 / www.EVIOLabs.com

**Pink**  
*Novik Industries*  
020-1001089F440



**Confident Cannabis ID:** 1812GHA0068.2624

**Sample ID:** P180526-01

**Matrix:** Useable Marijuana

**METRC Batch #:** 1A4010300009AD000002161

**Batch ID:** Pink 12.5.18

**Sampling Method/SOP:** SOP.T.20.010

**Batch Size (g):** 4086

**Date Sampled:** 12/26/18 09:00

**Unit for Sale:**

**Date Accepted:** 12/26/18

**Harvest/Production Date:** 12.5.18

**Harvest/Process Lot ID:**

### Cannabinoid Analysis

Date/Time Extracted: 12/27/18 09:43

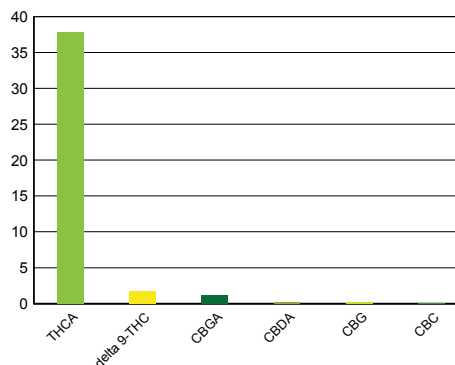
Analysis Method/SOP: SOP.T.40.020

Date/Time Analyzed: 12/28/18 22:00

Cannabinoids	LOQ(%)	mg/g	% weight
<b>Total THC</b> ((THCA*0.877)+Δ9THC)		<b>349</b>	<b>34.9</b>
<b>Total CBD</b> ((CBDA*0.877)+CBD)		<b>1.49</b>	<b>0.149</b>

### Cannabinoid Profile

THCA	0.050	378	37.8
delta 9-THC	0.050	17.3	1.73
delta 8-THC	0.050	< LOQ	< LOQ
CBGA	0.050	12.2	1.22
CBDA	0.050	1.7	0.170
CBD	0.050	< LOQ	< LOQ
CBDV	0.050	< LOQ	< LOQ
CBN	0.050	< LOQ	< LOQ
CBG	0.050	1.44	0.144
CBC	0.050	< LOQ	< LOQ
THCV-A	0.050	2.95	0.295
CBDV-A	0.050	< LOQ	< LOQ
CBL	0.050	< LOQ	< LOQ
Sum of tested Cannabinoids	0.050	414	41.4



### Moisture Content

Date/Time Analyzed: 12/28/18 00:00  
Analysis Method/SOP: SOP.T.40.010

**Moisture: 12.6 %**

### Water Activity

Date/Time Analyzed: 12/27/18 00:00  
Analysis Method/SOP: SOP.T.40.011

**Water Activity: 0.479 aw**

"Total THC" and "Total CBD" are calculated values and are an Oregon reporting requirement (OAR 333-064-0100). For Cannabinoid analysis, only delta 9-THC, THCA, CBD, CBDA are ORELAP accredited analytes. Cannabinoid values reported for plant matter are dry weight corrected; Oregon Water Activity action level is 0.65Aw and Oregon Moisture Content action level is 15%; Samples above limit will be highlighted RED; FD = Field Duplicate; LOQ = Limit of Quantitation.

*Kawai Medeiros*

Kawai Medeiros  
Laboratory Manager - 1/4/2019

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## PINK: TOTAL THC: 34.9%



# RUDE BOI: TOTAL THC: 33.0%



## Certificate of Analysis

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**Rude Boi**  
*Novik Industries*  
020-1001089F440



Confident Cannabis ID: 1812GHA0068.2626  
Sample ID: P180526-03  
Matrix: Useable Marijuana

METRC Batch #: 1A4010300009AD000002163 Batch ID: Rude Boi 12.6.18  
Sampling Method/SOP: SOP.T.20.010 Batch Size (g): 4540  
Date Sampled: 12/26/18 09:00 Unit for Sale:  
Date Accepted: 12/26/18 Harvest/Production Date: 12.6.18  
Harvest/Process Lot ID:

### Cannabinoid Analysis

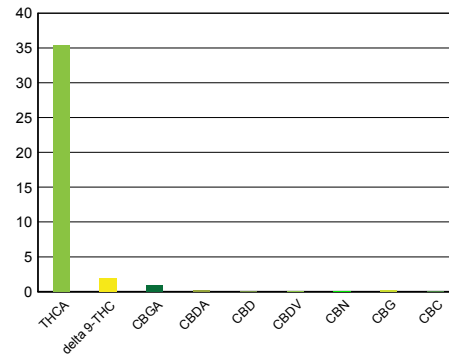
Date/Time Extracted: 12/27/18 09:43  
Date/Time Analyzed: 12/28/18 22:00

Analysis Method/SOP: SOP.T.40.020

Cannabinoids	LOQ(%)	mg/g	% weight
<b>Total THC</b> ((THCA*0.877)+Δ9THC)		<b>330</b>	<b>33.0</b>
<b>Total CBD</b> ((CBDA*0.877)+CBD)		<b>1.39</b>	<b>0.139</b>

### Cannabinoid Profile

THCA	0.050	354	35.4
delta 9-THC	0.050	19.7	1.97
delta 8-THC	0.050	< LOQ	< LOQ
CBGA	0.050	9.25	0.925
CBDA	0.050	1.44	0.144
CBD	0.050	< LOQ	< LOQ
CBDV	0.050	< LOQ	< LOQ
CBN	0.050	< LOQ	< LOQ
CBG	0.050	1.66	0.166
CBC	0.050	< LOQ	< LOQ
THCV-A	0.050	10.6	1.06
CBDV-A	0.050	< LOQ	< LOQ
CBL	0.050	< LOQ	< LOQ
Sum of tested Cannabinoids	0.050	397	39.7



### Moisture Content

Date/Time Analyzed: 12/28/18 00:00  
Analysis Method/SOP: SOP.T.40.010

**Moisture: 13.6 %**

### Water Activity

Date/Time Analyzed: 12/27/18 00:00  
Analysis Method/SOP: SOP.T.40.011

**Water Activity: 0.501 aw**

"Total THC" and "Total CBD" are calculated values and are an Oregon reporting requirement (OAR 333-064-0100). For Cannabinoid analysis, only delta 9-THC, THCA, CBD, CBDA are ORELAP accredited analytes. Cannabinoid values reported for plant matter are dry weight corrected; Oregon Water Activity action level is 0.65Aw and Oregon Moisture Content action level is 15%; Samples above limit will be highlighted RED; FD = Field Duplicate; LOQ = Limit of Quantitation.

Kawai Medeiros  
Laboratory Manager - 1/4/2019

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## **RUDE BOI: TOTAL THC: 33.0%**





# AGENT ORANGE: TOTAL THC: 29.5%



## Certificate of Analysis

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### Agent Orange

Novik Industries

020-1001089F440

Confident Cannabis ID: 1905ELP0098.1546

Sample ID: P190378-04

Matrix: Useable Marijuana

METRC Batch #: 1A4010300009A4D000002460

Sampling Method/SOP: SOP.T.20.010

Date Sampled: 05/29/19 09:00

Date Accepted: 05/31/19

Harvest/Process Lot ID: 5/4/2019RM7



Batch ID: 5/4/2019RM7

Batch Size (g): 1978

Unit for Sale:

Harvest/Production Date: 5/4/19

### Cannabinoid Analysis

Date/Time Extracted: 06/03/19 16:19

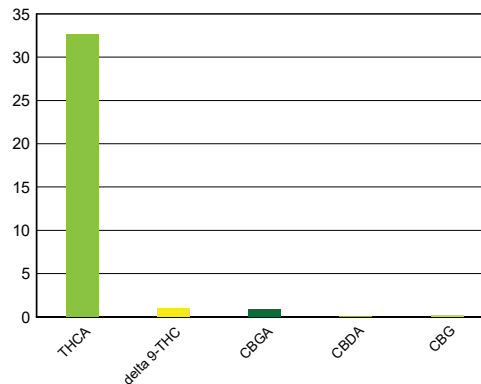
Date/Time Analyzed: 06/03/19 18:29

Analysis Method/SOP: SOP.T.40.023PDX

Cannabinoids	LOQ(%)	mg/g	% weight
<b>Total THC</b> ((THCA*0.877)+Δ9THC)		<b>295</b>	<b>29.5</b>
<b>Total CBD</b> ((CBDA*0.877)+CBD)		<b>0.87</b>	<b>0.087</b>

### Cannabinoid Profile

THCA	0.050	326	32.6
delta 9-THC	0.050	9.16	0.916
delta 8-THC	0.050	< LOQ	< LOQ
CBGA	0.050	9.02	0.902
CBDA	0.050	1	0.100
CBD	0.050	< LOQ	< LOQ
CBDV	0.050	< LOQ	< LOQ
CBN	0.050	< LOQ	< LOQ
CBG	0.050	1.58	0.158
CBC	0.050	< LOQ	< LOQ
THCV-A	0.050	3.31	0.331
CBDV-A	0.050	< LOQ	< LOQ
CBL	0.050	< LOQ	< LOQ
Sum of tested Cannabinoids	0.050	351	35.1



### Moisture Content

Date/Time Analyzed: 06/04/19 15:40  
Analysis Method/SOP: SOP.T.40.010

Moisture: 7.69 %

"Total THC" and "Total CBD" are calculated values and are an Oregon reporting requirement (OAR 333-064-0100). For Cannabinoid analysis, only delta 9-THC, THCA, CBD, CBDA are ORELAP accredited analytes. Cannabinoid values reported for plant matter are dry weight corrected; Oregon Water Activity action level is 0.65Aw and Oregon Moisture Content action level is 15%. Samples above limit will be highlighted RED; FD = Field Duplicate; LOQ = Limit of Quantitation.

Kawai Medeiros  
Laboratory Manager - 6/10/2019

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# EGO LOSS: TOTAL THC: 34.2%



## Certificate of Analysis

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**EGO Loss**  
**Novik Industries**  
**020-1001089F440**



**Confident Cannabis ID:** 1905ELP0098.1544  
**Sample ID:** P190378-02  
**Matrix:** Useable Marijuana  
**METRC Batch #:** 1A4010300009A4D000002458  
**Sampling Method/SOP:** SOP.T.20.010  
**Date Sampled:** 05/29/19 09:00  
**Date Accepted:** 05/31/19  
**Harvest/Process Lot ID:** 5/4/2019RM7

**Batch ID:** 5/4/2019RM7  
**Batch Size (g):** 2905  
**Unit for Sale:**  
**Harvest/Production Date:** 5/4/19

### Cannabinoid Analysis

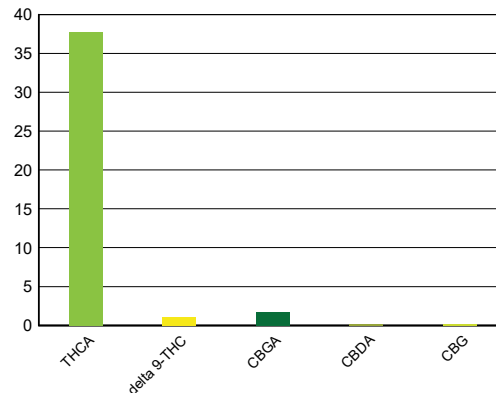
Date/Time Extracted: 06/03/19 16:19  
Date/Time Analyzed: 06/03/19 18:09

Analysis Method/SOP: SOP.T.40.023PDX

Cannabinoids	LOQ(%)	mg/g	% weight
<b>Total THC</b> ((THCA*0.877)+Δ9THC)		<b>342</b>	<b>34.2</b>
<b>Total CBD</b> ((CBDA*0.877)+CBD)		<b>1.16</b>	<b>0.116</b>

### Cannabinoid Profile

THCA	0.050	378	37.8
delta 9-THC	0.050	10.5	1.05
delta 8-THC	0.050	< LOQ	< LOQ
CBGA	0.050	16.9	1.69
CBDA	0.050	1.33	0.133
CBD	0.050	< LOQ	< LOQ
CBDV	0.050	< LOQ	< LOQ
CBN	0.050	< LOQ	< LOQ
CBG	0.050	1.71	0.171
CBC	0.050	< LOQ	< LOQ
THCV-A	0.050	3.36	0.336
CBDV-A	0.050	< LOQ	< LOQ
CBL	0.050	< LOQ	< LOQ
Sum of tested Cannabinoids	0.050	412	41.2



### Moisture Content

Date/Time Analyzed: 06/04/19 15:40  
Analysis Method/SOP: SOP.T.40.010

**Moisture: 9.07 %**

"Total THC" and "Total CBD" are calculated values and are an Oregon reporting requirement (OAR 333-064-0100). For Cannabinoid analysis, only delta 9-THC, THCA, CBD, CBDA are ORELAP accredited analytes. Cannabinoid values reported for plant matter are dry weight corrected; Oregon Water Activity action level is 0.65Aw and Oregon Moisture Content action level is 15%, Samples above limit will be highlighted RED; FD = Field Duplicate; LOQ = Limit of Quantitation.

Kawai Medeiros  
Laboratory Manager - 6/10/2019

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# WATERMELON ZKITTLES: TOTAL THC: 31.4%



## Certificate of Analysis

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### Watermelon Zkittles

Novik Industries  
020-1001089F440



Confident Cannabis ID: 1905ELP0098.1545

Sample ID: P190378-03

Matrix: Useable Marijuana

METRC Batch #: 1A4010300009A4D000002459

Sampling Method/SOP: SOP.T.20.010

Date Sampled: 05/29/19 09:00

Date Accepted: 05/31/19

Harvest/Process Lot ID: 5/4/2019RM7

Batch ID: 5/4/2019RM7

Batch Size (g): 1840

Unit for Sale:

Harvest/Production Date: 5/4/19

### Cannabinoid Analysis

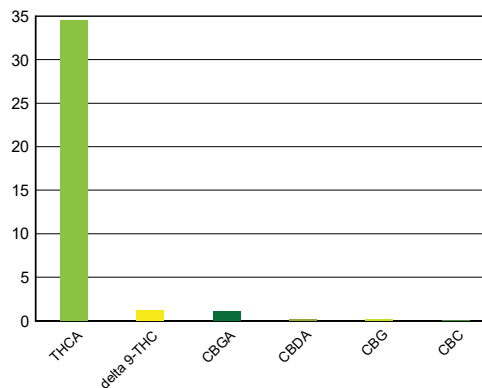
Date/Time Extracted: 06/03/19 16:19  
Date/Time Analyzed: 06/03/19 18:19

Analysis Method/SOP: SOP.T.40.023PDX

Cannabinoids	LOQ(%)	mg/g	% weight
Total THC ((THCA*0.877)+Δ9THC)		314	31.4
Total CBD ((CBDA*0.877)+CBD)		1.1	0.110

### Cannabinoid Profile

THCA	0.050	345	34.5
delta 9-THC	0.050	11.9	1.19
delta 8-THC	0.050	< LOQ	< LOQ
CBGA	0.050	10.7	1.07
CBDA	0.050	1.25	0.125
CBD	0.050	< LOQ	< LOQ
CBDV	0.050	< LOQ	< LOQ
CBN	0.050	< LOQ	< LOQ
CBG	0.050	1.08	0.108
CBC	0.050	< LOQ	< LOQ
THCV-A	0.050	2.89	0.289
CBDV-A	0.050	< LOQ	< LOQ
CBL	0.050	0.83	0.083
Sum of tested Cannabinoids	0.050	374	37.4



### Moisture Content

Date/Time Analyzed: 06/04/19 15:40  
Analysis Method/SOP: SOP.T.40.010

Moisture: 9.02 %

"Total THC" and "Total CBD" are calculated values and are an Oregon reporting requirement (OAR 333-064-0100). For Cannabinoid analysis, only delta 9-THC, THCA, CBD, CBDA are ORELAP accredited analytes. Cannabinoid values reported for plant matter are dry weight corrected; Oregon Water Activity action level is 0.65Aw and Oregon Moisture Content action level is 15%. Samples above limit will be highlighted RED; FD = Field Duplicate; LOQ = Limit of Quantitation.

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Laboratory Manager - 6/10/2019

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CASE STUDY: NOVIK INDUSTRIES  
**QUESTIONNAIRES**

**OWNER 1: MONTE MYRVIK**

**OWNER 2: SHANE NOWKA**

**OPERATOR: JUSTIN MILLS**



**REPRESENTS THE GROWS PREVIOUSLY  
USED NUTRIENT PROGRAM**

( We are blacking out the previously used nutrient program names because it is not our intention to discredit other nutrient companies.  
Good results can be achieved with many nutrient lines, you should find the one that fits your bottom line and gives you great results.)

OWNER 1

MONTIE MYRVIK

## NOVIK CASE STUDY NOTES 4-26-2019

Welcome gentlemen Oliver will be your host today, say hi Oliver!

First off try to be as honest as possible, today we will be talking about your experience while using XXXX and your experiences using Nutes

^  
**Previous nutrient line**

Attending

X Montie Myrvik - Owner

X-----

X-----

X-----

*Cannabis plants need certain elements at certain times by good people*

*-Beaker*

## XXXX- PREVIOUS NUTRIENT LINE QUESTIONS

- Look and feel of product
  - Color\_\_1 2 3 4 5 6 7 8 9 **10**\_\_\_\_\_
  - Smell\_\_1 2 3 4 5 6 7 8 **9** 10. Starts to smell a little
  - Consistency\_\_1 2 3 4 5 6 7 8 9 **10**\_\_\_\_\_
  - Overall\_\_1 2 3 4 5 6 7 8 **9** 10  
Vitalize extremely expensive
  
- Ease of use
  - Feeding schedule\_\_1 2 3 4 5 6 7 8 9 **10**\_\_\_\_\_
  - Instructions\_\_1 2 3 4 5 6 7 8 9 **10**\_\_\_\_\_
  - Customer support\_\_1 2 3 4 **5** 6 7 8 9 10\_\_\_\_\_
  - Other \_\_\_\_\_
  
- Strength / concentration of product
  - Light
  - Medium
  - Strong
  - Dissolubility \_\_1 2 3 4 5 6 7 8 **9** 10\_\_\_\_\_
  
- Ability to use product as intended
  - Follow feeding schedule **Y** N
  - Using product to its full potential all parts of line **Y** N
  - Can use product as often as necessary **Y** N
  
- Color and aroma when in use (please describe)
  - Reservoir tanks Start R causes build up on tanks
  - Trays\_\_\_\_\_
  - Aroma in air Not much smell
  - On clothes and utensils\_\_\_\_\_

## XXXX- PREVIOUS NUTRIENT LINE QUESTIONS

- Health of plant / product

- Starts\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Veg\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Flower\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Yield\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Smell\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Taste\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- THC level\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Overall 1 2 3 4 5 6 7 8 9 10\_\_\_\_\_

- Daily or weekly maintenance

- Cleaning reservoir-----light-----medium-----heavy
- Cleaning filters-----light-----medium-----heavy
- Cleaning trays-----light-----medium-----heavy
- Cleaning lines-----light-----medium-----heavy
- Cleaning sprayers-----light-----medium-----heavy
- Nutrients area-----light-----medium-----heavy
- overall-----light-----medium-----heavy

- morale in work place / feelings section

- positive
- negative
- no opinion
- short comment-\_\_\_\_\_



## NUTRIENTS QUESTIONS

- Look and feel of product

- Color\_\_1 2 3 4 5 6 7 8 **9** 10\_\_\_\_\_
- Smell\_\_1 2 3 4 5 6 7 8 9 **10**\_\_\_\_\_
- Consistency\_\_1 2 3 4 5 6 **7** 8 9 10\_\_\_\_\_
- Overall\_\_1 2 3 4 5 6 7 **8** 9 10\_\_\_\_\_

- Ease of use

- Feeding schedule\_\_1 2 3 4 5 6 **7** 8 9 10\_\_\_\_\_
- Instructions\_\_1 2 3 4 5 6 7 **8** 9 10\_\_\_\_\_
- Customer support\_\_1 2 3 4 5 6 **7** 8 9 10\_\_\_\_\_
- Other \_\_\_\_\_

- Strength / concentration of product

- Light
- **Medium**
- Strong
- Dissolubility \_\_1 2 3 4 5 6 7 **8** 9 10\_\_\_\_\_

- Ability to use product as intended

- Follow feeding schedule **Y** N
- Using product to its full potential all parts of line **Y** N
- Can use product as often as necessary **Y** N

- Color and aroma when in use (please describe)

- Reservoir tanks: Tanks have been cleaner with last batch
- Trays: No problem
- Aroma in air: All good, only smells in veg tank due to Nitro
- On clothes and utensils: No problem

## NUTRIENTS QUESTIONS

- Health of plant / product

- Starts\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Veg\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Flower\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- After slight adjustment to schedule
- Yield\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Smell\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Taste\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- THC level\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Overall 1 2 3 4 5 6 7 8 9 10\_\_\_\_\_

- Daily or weekly maintenance

- Cleaning reservoir-----light-----medium-----heavy
- Cleaning filters-----light-----medium-----heavy
- Cleaning trays-----light-----medium-----heavy
- Cleaning lines-----light-----medium-----heavy
- Cleaning sprayers-----light-----medium-----heavy
- Nutrients area-----light-----medium-----heavy
- overall-----light-----medium-----heavy

- morale in work place / feelings section

- positive
- negative
- no opinion
- short comment-\_\_\_\_\_

## NUTRIENTS COMPARISON QUESTIONS

Challenges making the switch from XXXX to Nutes please list 2 examples:

(In these questions try to ignore the different recipes and pretend you were just given the latest version with latest feeding schedule)

1: [Understanding the base nutrients](#)

i.e.: XXXX A+B, Start R, or C4, or PK.      NUTES: Micro, Veg builder, Flower is Basically A+B

2:

Things that made the switch easy please list 2 examples:

1: [Price](#)

2: [Delivery](#)

If there was reluctance to change nutrient lines by any owners or growers

Reasons: [Familiarity of XXXX and easy feed schedule](#)

If you knew Nutes was based off the Genesis formula did this impact your decision to try Nutes Nutrients in your grow.

YES-WHY:

NO-WHY:

## NUTRIENTS COMPARISON QUESTIONS

Nutes Nutrients has a few non-typical additives in their formula; B-Vitamins, Coriander Extract, Citrus Terpenes. How did or do these additives effect your decision to use Nutes

- In a positive way, ~~makes me want to use them~~. In fact I may love them!
- Rather they were not included
- Impartial: ~~But I do like the Vit B Additive~~
- Never thought about it

Nutes Nutrients is a Base Nutrient with Veg and Flower unlike some lines that use an : A : B : scenario, did you find this difficult to get used to?

YES-WHY:

NO-WHY: ~~Not for me cause of my experience and understanding of base nutrients~~

If XXXX was closer in price to Nutes or the same would you switch back?

YES-WHY:

NO-WHY: ~~No. Now with my experience with Nutes I'm comfortable to use and tweak when necessary~~

If you switched back to XXXX are there components of Nutes you would use in conjunction with the XXXX line?

YES-WHICH ONES AND WHY: ~~The sugar additive~~

NO-WHY:

In a few words could you give your overall feeling and thoughts about your experience using the Nutes Nutrient line:

Now that the consistency has been resolved we've been very pleased

Nutes Nutrients would like to use this information to provide grows and stores with real life experience to assist in their decision to use or not use Nutes Nutrients and or sale Nutes Nutrients, can we name you by name in this case study. This may or may not include silly pictures of Scooter and information may be used in advertising and social media

YES \_\_\_\_\_ date \_\_\_\_\_

NO \_\_\_\_\_ date \_\_\_\_\_

Nutes Nutrients would like to use your company name and this information to cross advertise and provide grows and stores with real life grows experience to assist in their decision to use or not use Nutes Nutrients and or sale Nutes Nutrients, can we name your organization by name in this case study. This may or may not include pictures and quotes used in advertising and social media

YES \_\_\_\_\_ date \_\_\_\_\_

NO \_\_\_\_\_ date \_\_\_\_\_

*Cannabis plants need certain elements at certain times by good people*

*-Beaker*

### SALES QUESTIONS:

Opinion on linear pricing?

LIKE-WHY: [Easy to follow. I dig.](#)

DISLIKE-WHY:

Promotional items?

What items do you like: [Skateboards, hats and shirts](#)

Ideas for other promotional items: [Slogan! Grow big or go Home. Taste the power of flower](#)

How do or would you prefer to make your orders:

Phone? Online? E-mail? App? [Phone and text app](#)

NOVIK CASE STUDY NOTES 4-26-2019

Welcome gentlemen Oliver will be your host today, say hi Oliver!

First off try to be as honest as possible, today we will be talking about your experience while using **XXXX** and your experiences using Nutes

Attending

X-----Montie MYRVIK

X-----

X-----

X-----

*Cannabis plants need certain elements at certain times by good people*

*-Beaker*



XXXX

- Previous nutrient line questions

• Look and feel of product

- Color\_\_1 2 3 4 5 6 7 8 9 10
- Smell\_\_1 2 3 4 5 6 7 8 9 10 Start to smell a little
- Consistency\_\_1 2 3 4 5 6 7 8 9 10
- Overall\_\_1 2 3 4 5 6 7 8 9 10 vitalize extremely expensive

• Ease of use

- Feeding schedule\_\_1 2 3 4 5 6 7 8 9 10
- Instructions\_\_1 2 3 4 5 6 7 8 9 10
- Customer support\_\_1 2 3 4 5 6 7 8 9 10
- Other \_\_\_\_\_

• Strength / concentration of product

- Light
- ☒ Medium
- Strong
- Dissolubility\_\_1 2 3 4 5 6 7 8 9 10

• Ability to use product as intended

- Follow feeding schedule Y N
- Using product to its full potential all parts of line Y N
- Can use product as often as necessary Y N

• Color and aroma when in use (please describe)

- Reservoir tanks Start R causes buildup on Tank
- Trays Ø
- Aroma in air Not much Smell
- On clothes and utensils N/A



• Health of plant / product

- Starts\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Veg\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Flower\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Yield\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Smell\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Taste\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- THC level\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Overall 1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_

• Daily or weekly maintenance

- Cleaning reservoir-----light-----medium-----heavy
- Cleaning filters-----light-----medium-----heavy
- Cleaning trays-----light-----medium-----heavy
- Cleaning lines-----light-----medium-----heavy
- Cleaning sprayers-----light-----medium-----heavy
- Nutrients area-----light-----medium-----heavy
- overall-----light-----medium-----|-----heavy  

*Right inbetween*

• morale in work place / feelings section

- ☒ positive
- negative
- no opinion
- short comment-\_\_\_\_\_

## NUTES NUTRIENTS (latest version only)

- Look and feel of product

- Color\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Smell\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Consistency\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Overall\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_

- Ease of use

- Feeding schedule\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Instructions\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Customer support\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Other \_\_\_\_\_

- Strength / concentration of product

- Light
- ☒ Medium
- Strong
- Dissolubility \_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_

- Ability to use product as intended

- Follow feeding schedule Y N
- Using product to its full potential all parts of line Y N
- Can use product as often as necessary Y N

- Color and aroma when in use (please describe)

- Reservoir tanks Tanks Have been Cleaner with Latest Batch
- Trays No Problem
- Aroma in air all Good, only Smells in Veg tank due to Nitro
- On clothes and utensils No problem

- Health of plant / product

- Starts\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Veg\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Flower\_1 2 3 4 5 6 7 8 9 10 AFTER Slight adjustment to Schedule
- Yield\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Smell\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Taste\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- THC level\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Overall 1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_

- Daily or weekly maintenance

- Cleaning reservoir-----light-----medium-----heavy
- Cleaning filters-----light-----medium-----heavy
- Cleaning trays-----light-----medium-----heavy
- Cleaning lines-----light-----medium-----heavy
- Cleaning sprayers-----light-----medium-----heavy
- Nutrients area-----light-----medium-----heavy
- overall-----light-----medium-----heavy

- morale in work place / feelings section

- ☒ positive
- negative
- no opinion
- short comment-\_\_\_\_\_



Challenges making the switch from **XXXX** to Nutes please list 2 examples:

(In these questions try to ignore the different recipes and pretend you were just given the latest version with latest feeding schedule)

- 1: understanding the Base Nutrients. ie.  
A+B, Start R, or C4, or PK
- 2: Nutes micro, veg builder, Flower is Basically  
A+B

Things that made the switch easy please list 2 examples:

- 1: Price
- 2: Delivery

If there was reluctance to change nutrient lines by any owners or growers

Reasons: Familiarity of **XXXX** and easy feed schedule

If you knew Nutes was based off the Genesis formula did this impact your decision to try Nutes Nutrients in your grow.

YES-WHY:

NO-WHY:

Nutes Nutrients has a few non-typical additives in their formula; B-Vitamins, Coriander Extract, Citrus Terpenes. How did or do these additives effect your decision to use Nutes

- ☐ In a positive way, makes me want to use them. In fact I may love them!
- ☐ Rather they were not included
- ☒ Impartial <sup>But</sup> I do like the Vit B Additive
- ☐ Never thought about it

Nutes Nutrients is a Base Nutrient with Veg and Flower unlike some lines that use an : A : B : scenario, did you find this difficult to get used to?

YES-WHY:

NO-WHY: Not for me cause of my experience and understanding off Base Nutrients

If **xxxx** was closer in price to Nutes or the same would you switch back?

YES-WHY:

NO-WHY: NO. Now with my experience with Nutes im comfortable to use ~~and~~ <sup>and</sup> ~~week~~ <sup>week</sup> when necessary

If you switched back to **xxxx** are there components of Nutes you would use in conjunction with the **xxxx** line?

YES-WHICH ONES AND WHY: The Sugar additive

NO-WHY:



In a few words could you give your overall feeling and thoughts about your experience using the Nutes Nutrient line:

Now the ~~consistency~~ has been resolved. We've been  
consistency very pleased.

Nutes Nutrients would like to use this information to provide grows and stores with real life experience to assist in their decision to use or not use Nutes Nutrients and or sale Nutes Nutrients, can we name you by name in this case study. This may or may not include silly pictures of Scooter and information may be used in advertising and social media

YES Scooter date \_\_\_\_\_

NO Montie Myrvik date 5-26

Nutes Nutrients would like to use your company name and this information to cross advertise and provide grows and stores with real life grows experience to assist in their decision to use or not use Nutes Nutrients and or sale Nutes Nutrients, can we name your organization by name in this case study. This may or may not include pictures and quotes used in advertising and social media

YES of course Montie date 5-2

NO \_\_\_\_\_ date \_\_\_\_\_

*Cannabis plants need certain elements at certain times by good people*

*-Beaker*

SALES QUESTIONS:

Opinion on linear pricing?

LIKE-WHY: easy to follow. I Dig

DISLIKE-WHY:

Promotional items?

What items do you like:

Skateboard + hat + shirts

Ideas for other promotional items: <sup>slogan</sup>

Grow Big or Go Home!  
Taste the Power of Flower!

How do or would you prefer to make your orders:

Phone? Online? E-mail? App? Text? Phone + Text  
APP

OWNER 2

SHANE NOWKA



## NOVIK CASE STUDY NOTES 4-26-2019

Welcome gentlemen Oliver will be your host today, say hi Oliver!

First off try to be as honest as possible, today we will be talking about your experience while using **xxxx** and your experiences using Nutes

Attending

x Shane Nowka – Owner

x Montie Mervik - Owner

x Justin Mills (Scooter) - Cultivation Manager

*Cannabis plants need certain elements at certain times by good people*

*-Beaker*

## XXXX- PREVIOUS NUTRIENT LINE QUESTIONS

- Look and feel of product
  - Color\_\_1 2 3 4 5 6 7 8 (9) 10  
Looked Great
  - Smell\_\_1 2 3 4 5 6 7 8 (9) 10  
Consistently good depending on strain
  - Consistency\_\_1 2 3 4 5 6 7 8 (9) 10  
Very consistent
  - Overall\_\_1 2 3 4 5 6 7 8 9 (10)  
Loved XXXX except price
- Ease of use
  - Feeding schedule\_\_1 2 3 4 5 6 7 8 9 (10)  
Very Easy
  - Instructions\_\_1 2 3 4 5 6 7 (8) 9 10  
We added a little extra
  - Customer support\_\_1 2 3 4 5 6 7 8 9 10  
Never used
  - Other \_\_\_\_\_
- Strength / concentration of product
  - Light
  - Medium
  - Strong
  - Dissolubility \_\_1 2 (3) 4 5 6 7 8 9 10  
Reservoirs were dirty, clogged feeding lines
- Ability to use product as intended
  - Follow feeding schedule (Y) N
  - Using product to its full potential all parts of line (Y) N
  - Can use product as often as necessary (Y) N
- Color and aroma when in use (please describe)
  - Reservoir tanks: Dirty build up
  - Trays: N/A
  - Aroma in air: N/A
  - On clothes and utensils: N/A

## XXXX- PREVIOUS NUTRIENT LINE QUESTIONS

- Health of plant / product

- Starts\_1 2 3 4 5 6 7 8 9 **10**\_\_\_\_\_
- Veg\_\_1 2 3 4 5 6 7 8 **9** 10\_\_\_\_\_
- Flower\_1 2 3 4 5 6 7 8 9 **10**\_\_\_\_\_
- Yield\_\_1 2 3 4 5 6 7 8 **9** 10\_\_\_\_\_
- Smell\_\_1 2 3 4 5 6 7 8 **9** 10 *Depending on strain*
- Taste\_\_1 2 3 4 5 6 7 8 **9** 10\_\_\_\_\_
- THC level\_\_1 2 3 4 5 6 7 8 **9** 10\_\_\_\_\_
- Overall 1 2 3 4 5 6 7 8 9 **10**\_\_\_\_\_

- Daily or weekly maintenance

- Cleaning reservoir-----light-----medium-----**heavy**
- Cleaning filters-----light-----medium-----**heavy**
- Cleaning trays-----**light**-----medium-----heavy
- Cleaning lines-----light-----**medium**-----heavy
- Cleaning sprayers-----**light**-----medium-----heavy
- Nutrients area-----**light**-----medium-----heavy
- overall-----light-----**medium**-----heavy

- morale in work place / feelings section

- **positive**
- negative
- no opinion
- short comment- *Our employees loved XXXX was always consistently a good product overall.*

## NUTRIENTS QUESTIONS

- Look and feel of product
  - Color\_\_1 2 3 4 5 6 7 8 **(9)** 10  
Over all looks great
  - Smell\_\_1 2 3 4 5 6 7 8 **(9)** 10  
Great smell
  - Consistency\_\_1 2 3 4 5 6 7 8 **(9)** 10
  - Overall\_\_1 2 3 4 5 6 7 8 9 **(10)**
- Ease of use
  - Feeding schedule\_\_1 2 3 4 5 6 7 8 9 **(10)**  
Very easy
  - Instructions\_\_1 2 3 4 5 6 7 8 **(9)** 10
  - Customer support\_\_1 2 3 4 5 6 7 8 **(9)** 10  
Great!
  - Other \_\_\_\_\_
- Strength / concentration of product
  - Light
  - **Medium**
  - Strong
  - Dissolubility \_\_1 2 3 4 5 6 7 8 9 **(10)**  
Very clean! reservoirs, easy to clean
- Ability to use product as intended
  - Follow feeding schedule **(Y)** N
  - Using product to its full potential all parts of line **(Y)** N
  - Can use product as often as necessary **(Y)** N
- Color and aroma when in use (please describe)
  - Reservoir tanks: After 3 -4 days starts to smell
  - Trays: N/A
  - Aroma in air: Good
  - On clothes and utensils: N/A except Nitro

## NUTRIENTS QUESTIONS

- Health of plant / product
  - Starts\_1 2 3 4 5 6 7 8 **9** 10  
Works good, plants love it
  - Veg\_\_1 2 3 4 5 6 7 8 **9** 10  
Plants take to Nutes easily
  - Flower\_1 2 3 4 5 6 7 **8** 9 10  
Flower is great
  - Yield\_\_1 2 3 4 5 6 7 **8** 9 10  
Great but still tweaking to raise yields
  - Smell\_\_1 2 3 4 5 6 7 8 **9** 10  
High terpenes
  - Taste\_\_\_1 2 3 4 5 6 7 8 **9** 10  
Very clean flavor
  - THC level\_\_1 2 3 4 5 6 7 8 9 **10**  
Been great for THC levels
  - Overall 1 2 3 4 5 6 7 8 **9** 10  
Nutes have been working great, working on higher yield
  
- Daily or weekly maintenance
  - Cleaning reservoir-----**light**-----medium-----heavy
  - Cleaning filters-----**light**-----medium-----heavy
  - Cleaning trays-----**light**-----medium-----heavy
  - Cleaning lines-----light-----**medium**-----heavy
  - Cleaning sprayers-----**light**-----medium-----heavy
  - Nutrients area-----**light**-----medium-----heavy
  - overall-----**light**-----medium-----heavy
  
- morale in work place / feelings section
  - **positive**
  - negative
  - no opinion
  - short comment  
Our employees love how clean and easy Nutes is to use.

## NUTRIENTS COMPARISON QUESTIONS

Challenges making the switch from XXXX to Nutes please list 2 examples:

(In these questions try to ignore the different recipes and pretend you were just given the latest version with latest feeding schedule)

1: XXXX is easier to use, less steps and ingredients.

2: XXXX has always been consistent for us, so it took a few to decide to change.

Things that made the switch easy please list 2 examples:

1: Price of Nutes over XXXX

2: Taste and terpenes have been a lot higher. Easier to order. Delivery

If there was reluctance to change nutrient lines by any owners or growers

Reasons:

Being so used to consistency and quality of XXXX, knowing you will have a great product. Employees are familiar with XXXX and they love the quality.

If you knew Nutes was based off the Genesis formula did this impact your decision to try Nutes Nutrients in your grow.

YES-WHY: Yes, Because the Genesis formula has been around for so long and its proven to work.

NO-WHY:

## NUTRIENTS COMPARISON QUESTIONS

Nutes Nutrients has a few non-typical additives in their formula; B-Vitamins, Coriander Extract, Citrus Terpenes. How did or do these additives effect your decision to use Nutes

- ☐ In a positive way, makes me want to use them. In fact I may love them.
- ☐ Rather they were not included
- ☐ Impartial
- ☐ Never thought about it

Nutes Nutrients is a Base Nutrient with Veg and Flower unlike some lines that use an : A : B : scenario, did you find this difficult to get used to?

YES-WHY:

NO-WHY: No, was very easy to get used to.

If XXXX was closer in price to Nutes or the same would you switch back?

YES-WHY:

NO-WHY: No. It was easy to get used to.

If you switched back to XXXX are there components of Nutes you would use in conjunction with the XXXX line?

YES-WHICH ONES AND WHY: Sugar flush for sure! It adds great flavor and higher terpenes

NO-WHY:

In a few words could you give your overall feeling and thoughts about your experience using the Nutes Nutrient line:

At first it was a tough decision to switch from XXXX because we had used it for so long. Once we made the switch, we were very happy with the results and ease of use. we have also saved a ton of money since we switched. The colors and smells are great also.

Nutes Nutrients would like to use this information to provide grows and stores with real life experience to assist in there decision to use or not use Nutes Nutrients and or sale Nutes Nutrients, can we name you by name in this case study. This may or may not include silly pictures of Scooter and information may be used in advertising and social media

YES \_\_\_\_\_ date \_\_\_\_\_

NO \_\_\_\_\_ date \_\_\_\_\_

Nutes Nutrients would like to use your company name and this information to cross advertise and provide grows and stores with real life grows experience to assist in their decision to use or not use Nutes Nutrients and or sale Nutes Nutrients, can we name your organization by name in this case study. This may or may not include pictures and quotes used in advertising and social media

YES \_\_\_\_\_ date \_\_\_\_\_

NO \_\_\_\_\_ date \_\_\_\_\_

*Cannabis plants need certain elements at certain times by good people*

*-Beaker*



## SALES QUESTIONS:

Opinion on linear pricing?

LIKE-WHY: [Because it is easy](#)

DISLIKE-WHY:

Promotional items?

What items do you like: [T shirts, hats, stickers](#)

Ideas for other promotional items: [Lighters, Bottle cap openers, hoodies, Belt buckles,](#)

How do or would you prefer to make your orders:

Phone? Online? E-mail? App? [Text or phone app](#)

NOVIK CASE STUDY NOTES 4-26-2019

Welcome gentlemen Oliver will be your host today, say hi Oliver!

First off try to be as honest as possible, today we will be talking about your experience while using XXXX and your experiences using Nutes

Attending

x Shane Nowke

x Montie

x Justin, (Scooter)

x Oliver

*Cannabis plants need certain elements at certain times by good people*

-Beaker

XXXX

• Look and feel of product

- Color\_\_1 2 3 4 5 6 7 8 (9) 10 Looked Great
- Smell\_\_1 2 3 4 5 6 7 8 (9) 10 Consistently good, depending on
- Consistency\_\_1 2 3 4 5 6 7 8 (9) 10 Very Consistent
- Overall\_\_1 2 3 4 5 6 7 8 9 (10) loved XXXX, except price

• Ease of use

- Feeding schedule\_\_1 2 3 4 5 6 7 8 9 (10) Very easy
- Instructions\_\_1 2 3 4 5 6 7 (8) 9 10 We added a little extra
- Customer support\_\_1 2 3 4 5 6 7 8 9 10 Never used Base
- Other \_\_\_\_\_

• Strength / concentration of product

- Light
- Medium
- Strong
- Dissolubility\_\_1 2 (3) 4 5 6 7 ~~8~~ 9 10 Reservoirs were Dirty, Clog Feed lines

• Ability to use product as intended

- Follow feeding schedule (Y) N
- Using product to its full potential all parts of line (Y) N
- Can use product as often as necessary (Y) N

• Color and aroma when in use (please describe)

- Reservoir tanks Dirty Build up
- Trays N/A
- Aroma in air N/A
- On clothes and utensils N/A

• Health of plant / product

- Starts\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Veg\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Flower\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Yield\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Smell\_\_1 2 3 4 5 6 7 8 9 10 Depending on Strain
- Taste\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- THC level\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Overall 1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_

• Daily or weekly maintenance

- Cleaning reservoir-----light-----medium-----heavy
- Cleaning filters-----light-----medium-----heavy
- Cleaning trays-----light-----medium-----heavy
- Cleaning lines-----light-----medium-----heavy
- Cleaning sprayers-----light-----medium-----heavy
- Nutrients area-----light-----medium-----heavy
- overall-----light-----medium-----heavy

• morale in work place / feelings section

- ☒ positive
- negative
- no opinion

○ short comment-

Our employees ~~was~~ loved it  
 XXXX was always consistently  
 a good product, overall



# NUTES NUTRIENTS (latest version only)

## • Look and feel of product

- Color\_\_1 2 3 4 5 6 7 8 (9) 10 Overall looks great
- Smell\_\_1 2 3 4 5 6 7 8 (9) 10 ~~Very easy~~ Great smell
- Consistency\_\_1 2 3 4 5 6 7 8 (9) 10 \_\_\_\_\_
- Overall\_\_1 2 3 4 5 6 7 8 9 (10) \_\_\_\_\_

## • Ease of use

- Feeding schedule\_\_1 2 3 4 5 6 7 8 9 (10) Very easy
- Instructions\_\_1 2 3 4 5 6 7 8 (9) 10 \_\_\_\_\_
- Customer support\_\_1 2 3 4 5 6 7 8 (9) 10 ~~N/A~~ Great
- Other \_\_\_\_\_

## • Strength / concentration of product

- Light
- ☒ Medium
- Strong
- Dissolubility\_\_1 2 3 4 5 6 7 8 9 (10) Very clean  
Reservoirs, easy  
To clean

## • Ability to use product as intended

- Follow feeding schedule (Y) N
- Using product to its full potential all parts of line (Y) N
- Can use product as often as necessary (Y) N

## • Color and aroma when in use (please describe)

- Reservoir tanks After 3-4 days, starts to smell
- Trays N/A
- Aroma in air Good
- On clothes and utensils N/A, except Nitro

- Health of plant / product

- Starts\_1 2 3 4 5 6 7 8 ⑨ 10 Works good Plants love it
- Veg\_\_1 2 3 4 5 6 7 8 ⑨ 10 Plants take to notes easily
- Flower\_1 2 3 4 5 6 7 ⑧ 9 10 Flower is Great
- Yield\_\_1 2 3 4 5 6 7 ⑧ 9 10 Good but still wanting to raise yields
- Smell\_\_1 2 3 4 5 6 7 8 ⑨ 10 High Terpenes
- Taste\_\_1 2 3 4 5 6 7 8 ⑨ 10 Very clean Flavor
- THC level\_\_1 2 3 4 5 6 7 8 9 ⑩ Been great for THC levels
- Overall 1 2 3 4 5 6 7 8 ⑨ 10 Notes has been working great, Working on higher yields

- Daily or weekly maintenance

- Cleaning reservoir-----light-----medium-----heavy
- Cleaning filters-----light-----medium-----heavy
- Cleaning trays-----light-----medium-----heavy
- Cleaning lines-----light-----medium-----heavy
- Cleaning sprayers-----light-----medium-----heavy
- Nutrients area-----light-----medium-----heavy
- overall-----light-----medium-----heavy

- morale in work place / feelings section

☒ positive

○ negative

○ no opinion

○ short comment- Our employees love how clean and easy Notes is to use.



Challenges making the switch from XXXX Nutes please list 2 examples:

(In these questions try to ignore the different recipes and pretend you were just given the latest version with latest feeding schedule)

- 1: XXXX is easier to use, less steps and ingredients
- 2: XXXX has always been consistent for us, so it took us a few to decide to change.

Things that made the switch easy please list 2 examples:

- 1: Price of Nutes over XXXX
- 2: Tester and terpenes have been a lot higher easier to order, Delivery

If there was reluctance to change nutrient lines by any owners or growers

Reasons: Being so use to the consistency and quality of XXXX, knowing you will have a great product. Employees are familiar with XXXX, and they love the quality.

If you knew Nutes was based off the Genesis formula did this impact your decision to try Nutes Nutrients in your grow.

YES-WHY: Yes, because the Genesis Formula has been around for a long time, and is proven to work.

NO-WHY:

Nutes Nutrients has a few non-typical additives in their formula; B-Vitamins, Coriander Extract, Citrus Terpenes. How did or do these additives effect your decision to use Nutes

- ☒ In a positive way, makes me want to use them. In fact I may love them!
- ☐ Rather they were not included
- ☐ Impartial
- ☐ Never thought about it

Nutes Nutrients is a Base Nutrient with Veg and Flower unlike some lines that use an A : B : scenario, did you find this difficult to get used to?

YES-WHY:

NO-WHY: No, was very easy to get used to.

If **XXXX** was closer in price to Nutes or the same would you switch back?

YES-WHY:

NO-WHY: No, because Notes is cleaner and our terpenes are higher. So is THC content.

If you switched back to **XXXX** are there components of Nutes you would use in conjunction with the **XXXX** line?

YES-WHICH ONES AND WHY:

~~MAA BCAA~~ ~~Because it is less~~  
~~expensive~~ Sugar For Sure  
it ~~add~~ adds great flavor and  
higher terpenes

NO-WHY:



In a few words could you give your overall feeling and thoughts about your experience using the Nutes Nutrient line:

At First it was a tough decision to switch from **XXXX** because we had used it for so long. Once we made the switch, we were very happy with the results and ease of use. We have also saved a ton of money, since we switched. The colors and smells are great also.

Nutes Nutrients would like to use this information to provide grows and stores with real life experience to assist in their decision to use or not use Nutes Nutrients and or sale Nutes Nutrients, can we name you by name in this case study. This may or may not include silly pictures of Scooter and information may be used in advertising and social media

YES Shane Nutes date 4/26/19

NO \_\_\_\_\_ date \_\_\_\_\_

Nutes Nutrients would like to use your company name and this information to cross advertise and provide grows and stores with real life grows experience to assist in their decision to use or not use Nutes Nutrients and or sale Nutes Nutrients, can we name your organization by name in this case study. This may or may not include pictures and quotes used in advertising and social media

YES Shane Nutes date 4/26/19

NO \_\_\_\_\_ date \_\_\_\_\_

*Cannabis plants need certain elements at certain times by good people*

*-Beaker*

SALES QUESTIONS:

Opinion on linear pricing?

LIKE-WHY: Because it's easy

DISLIKE-WHY:

Promotional items?

What items do you like: T-shirts, hats, stickers, ~~many more~~

Ideas for other promotional items: lighters, Bottle cap openers  
Hoodies, Belt buckles, Beanies

How do or would you prefer to make your orders:

Phone? Online? E-mail? App? Text? Text or Phone

OPERATOR

JUSTIN “SCOOTER” MILLS

## NOVIK CASE STUDY NOTES 4-26-2019

Welcome gentlemen Oliver will be your host today, say hi Oliver!

First off try to be as honest as possible, today we will be talking about your experience while using **xxxxx** and your experiences using Nutes

Attending

X Justin “Scooter” Mills – Cultivation Manager

X-----

X-----

X-----

*Cannabis plants need certain elements at certain times by good people*

*-Beaker*

## XXXX- PREVIOUS NUTRIENT LINE QUESTIONS

- Look and feel of product
  - Color\_\_1 2 3 4 5 6 7 **8** 9 10\_\_\_\_\_
  - Smell\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
  - Consistency\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
  - Overall\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
  
- Ease of use
  - Feeding schedule\_\_1 2 3 4 5 6 7 **8** 9 10\_\_\_\_\_
  - Instructions\_\_1 **2** 3 4 5 6 7 8 9 10\_\_\_\_\_
  - Customer support\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
  - Other \_\_\_\_\_
  
- Strength / concentration of product
  - Light
  - Medium
  - Strong
  - Dissolubility \_\_1 2 **3** 4 5 6 7 8 9 10\_\_\_\_\_
  
- Ability to use product as intended
  - Follow feeding schedule **Y** N
  - Using product to its full potential all parts of line **Y** N
  - Can use product as often as necessary **Y** N
  
- Color and aroma when in use (please describe)
  - Reservoir tanks [Start R – dirty tanks](#)
  - Trays\_\_\_\_\_
  - Aroma in air [no smell](#)
  - On clothes and utensils\_\_\_\_\_

## XXXX- PREVIOUS NUTRIENT LINE QUESTIONS

- Health of plant / product

- Starts\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Veg\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Flower\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Yield\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Smell\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Taste\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- THC level\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Overall 1 2 3 4 5 6 7 8 9 10\_\_\_\_\_

- Daily or weekly maintenance

- Cleaning reservoir-----light-----medium-----heavy
- Cleaning filters-----light-----medium-----heavy
- Cleaning trays-----light-----medium-----heavy
- Cleaning lines-----light-----medium-----heavy
- Cleaning sprayers-----light-----medium-----heavy
- Nutrients area-----light-----medium-----heavy
- overall-----light-----medium-----heavy

- morale in work place / feelings section

- positive
- negative
- no opinion
- short comment-\_\_\_\_\_



## NUTRIENTS QUESTIONS

- Look and feel of product

- Color\_\_1 2 3 4 5 6 7 8 **(9)** 10\_\_\_\_\_
- Smell\_\_1 2 3 4 5 6 7 8 **(9)** 10\_\_\_\_\_
- Consistency\_\_1 2 3 4 5 6 **(7)** 8 9 10\_\_\_\_\_
- Overall\_\_1 2 3 4 5 6 7 **(8)** 9 10\_\_\_\_\_

- Ease of use

- Feeding schedule\_\_1 2 3 4 5 6 7 8 **(9)** 10\_\_\_\_\_
- Instructions\_\_1 2 3 4 5 6 7 8 **(9)** 10\_\_\_\_\_
- Customer support\_\_1 2 3 4 5 6 7 8 **(9)** 10\_\_\_\_\_
- Other \_\_\_\_\_

- Strength / concentration of product

- Light
- Medium**
- Strong
- Dissolubility \_\_1 2 3 4 5 6 7 **(8)** 9 10\_\_\_\_\_

- Ability to use product as intended

- Follow feeding schedule **(Y)** N
- Using product to its full potential all parts of line **(Y)** N
- Can use product as often as necessary **(Y)** N

- Color and aroma when in use (please describe)

- Reservoir tanks: day 3 – Smells a little funky
- Trays: ok
- Aroma in air: good
- On clothes and utensils:

## NUTRIENTS QUESTIONS

- Health of plant / product

- Starts\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Veg\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Flower\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Yield\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Smell\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Taste\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- THC level\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Overall 1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_

- Daily or weekly maintenance

- Cleaning reservoir-----light-----medium-----heavy
- Cleaning filters-----light-----medium-----heavy
- Cleaning trays-----light-----medium-----heavy
- Cleaning lines-----light-----medium-----heavy
- Cleaning sprayers-----light-----medium-----heavy
- Nutrients area-----light-----medium-----heavy
- overall-----light-----medium-----heavy

- morale in work place / feelings section

- positive
- negative
- no opinion
- short comment-\_\_\_\_\_

## NUTRIENTS COMPARISON QUESTIONS

Challenges making the switch from XXXX to Nutes please list 2 examples:

(In these questions try to ignore the different recipes and pretend you were just given the latest version with latest feeding schedule)

1: [More steps in Nutes](#)

2:

Things that made the switch easy please list 2 examples:

1: [Price](#)

2: [Delivery](#)

If there was reluctance to change nutrient lines by any owners or growers

Reasons: [NO](#)

If you knew Nutes was based off the Genesis formula did this impact your decision to try Nutes Nutrients in your grow.

YES-WHY: [Yes. Tried and true](#)

NO-WHY:

## NUTRIENTS COMPARISON QUESTIONS

Nutes Nutrients has a few non-typical additives in their formula; B-Vitamins, Coriander Extract, Citrus Terpenes. How did or do these additives effect your decision to use Nutes

- ☐ In a positive way, makes me want to use them. In fact I may love them!
- ☐ Rather they were not included
- ☐ Impartial:
- ☐ Never thought about it

Nutes Nutrients is a Base Nutrient with Veg and Flower unlike some lines that use an : A : B : scenario, did you find this difficult to get used to?

YES-WHY:

NO-WHY: [Once you figure out what each step is](#)

If XXXX was closer in price to Nutes or the same would you switch back?

YES-WHY:

NO-WHY: [No. Nutes is cleaner](#)

If you switched back to XXXX are there components of Nutes you would use in conjunction with the XXXX line?

YES-WHICH ONES AND WHY: [Sugar Flush/Silica Trich Rush](#)

NO-WHY:

In a few words could you give your overall feeling and thoughts about your experience using the Nutes Nutrient line:

[I like the Nutes line. Once color of product was consistent it has been great!](#)

In a few words could you give your overall feeling and thoughts about your experience using the Nutes Nutrient line:

I like the Nutes line. Once color of product was consistent it has been great!

Nutes Nutrients would like to use this information to provide grows and stores with real life experience to assist in their decision to use or not use Nutes Nutrients and or sale Nutes Nutrients, can we name you by name in this case study. This may or may not include silly pictures of Scooter and information may be used in advertising and social media

YES \_\_\_\_\_ date \_\_\_\_\_

NO \_\_\_\_\_ date \_\_\_\_\_

Nutes Nutrients would like to use your company name and this information to cross advertise and provide grows and stores with real life grows experience to assist in their decision to use or not use Nutes Nutrients and or sale Nutes Nutrients, can we name your organization by name in this case study. This may or may not include pictures and quotes used in advertising and social media

YES \_\_\_\_\_ date \_\_\_\_\_

NO \_\_\_\_\_ date \_\_\_\_\_

*Cannabis plants need certain elements at certain times by good people*

*-Beaker*



## SALES QUESTIONS:

Opinion on linear pricing?

LIKE-WHY: N/A

DISLIKE-WHY:

Promotional items?

What items do you like: N/A

Ideas for other promotional items: N/A

How do or would you prefer to make your orders:

Phone? Online? E-mail? App? N/A

## NOVIK CASE STUDY NOTES 4-26-2019

Welcome gentlemen Oliver will be your host today, say hi Oliver!

First off try to be as honest as possible, today we will be talking about your experience while using **XXXX** and your experiences using Nutes

Attending

X- **JUSTIN MILLS**

X-

X-

X-

*Cannabis plants need certain elements at certain times by good people*

*-Beaker*

XXXX

- Look and feel of product

- ☐ Color\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- ☐ Smell\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- ☐ Consistency\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- ☐ Overall\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_

- Ease of use

- ☐ Feeding schedule\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- ☐ Instructions\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- ☐ Customer support\_\_1 2 3 4 5 6 7 8 9 10 N/A
- ☐ Other\_\_\_\_\_

- Strength / concentration of product

- ☐ Light
- ☐ Medium
- ☒ Strong
- ☐ Dissolubility\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_

- Ability to use product as intended

- ☐ Follow feeding schedule Y N
- ☐ Using product to its full potential all parts of line Y N
- ☐ Can use product as often as necessary Y N

- Color and aroma when in use (please describe)

- ☐ Reservoir tanks START R / DIRTY TANKS
- ☐ Trays\_\_\_\_\_
- ☐ Aroma in air NO SMELL
- ☐ On clothes and utensils N/A

- Health of plant / product

- Starts\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Veg\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Flower\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Yield\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Smell\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Taste\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- THC level\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Overall 1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_

- Daily or weekly maintenance

- Cleaning reservoir-----light-----medium-----heavy
- Cleaning filters-----light-----medium-----heavy
- Cleaning trays-----light-----medium-----heavy
- Cleaning lines-----light-----medium-----heavy
- Cleaning sprayers-----light-----medium-----heavy
- Nutrients area-----light-----medium-----heavy
- overall-----light-----medium-----heavy

- morale in work place / feelings section

- positive
- negative
- no opinion
- short comment-\_\_\_\_\_

## NUTES NUTRIENTS (latest version only)

- Look and feel of product

- Color\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Smell\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Consistency\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Overall\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_

- Ease of use

- Feeding schedule\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Instructions\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Customer support\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_
- Other \_\_\_\_\_

- Strength / concentration of product

- Light
- Medium
- Strong
- Dissolubility\_\_1 2 3 4 5 6 7 8 9 10\_\_\_\_\_

- Ability to use product as intended

- Follow feeding schedule Y N
- Using product to its full potential all parts of line Y N
- Can use product as often as necessary Y N

- Color and aroma when in use (please describe)

- Reservoir tanks DAY 3 / SMELL LITTLE FUNNY
- Trays OK
- Aroma in air GOOD
- On clothes and utensils N/A



- Health of plant / product

- Starts\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Veg\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Flower\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Yield\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Smell\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Taste\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- THC level\_\_1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_
- Overall 1 2 3 4 5 6 7 8 9 10 \_\_\_\_\_

- Daily or weekly maintenance

- Cleaning reservoir-----light-----medium-----heavy
- Cleaning filters-----light-----medium-----heavy
- Cleaning trays-----light-----medium-----heavy
- Cleaning lines-----light-----medium-----heavy
- Cleaning sprayers-----light-----medium-----heavy
- Nutrients area-----light-----medium-----heavy
- overall-----light-----medium-----heavy

- morale in work place / feelings section

- positive
- negative
- no opinion
- short comment-\_\_\_\_\_

Challenges making the switch from **xxxx** to Nutes please list 2 examples:

(In these questions try to ignore the different recipes and pretend you were just given the latest version with latest feeding schedule)

1: **MORE STEPS IN NUTES**

2: ~~**SIMPLER**~~ **LESS STEPS**

Things that made the switch easy please list 2 examples:

1: **PRICE**

2: **DELIVERY**

If there was reluctance to change nutrient lines by any owners or growers

Reasons: **NO**

If you knew Nutes was based off the Genesis formula did this impact your decision to try Nutes Nutrients in your grow.

YES-WHY: **YES**

**TRIED AND TRUE**

NO-WHY:

Nutes Nutrients has a few non-typical additives in their formula; B-Vitamins, Coriander Extract, Citrus Terpenes. How did or do these additives effect your decision to use Nutes

- ☐ In a positive way, makes me want to use them. In fact I may love them!
- ☐ Rather they were not included
- ☐ Impartial
- ☒ Never thought about it

Nutes Nutrients is a Base Nutrient with Veg and Flower unlike some lines that use an : A : B : scenario, did you find this difficult to get used to?

YES-WHY:

☒ NO-WHY: - ONCE YOU FIGURE WHAT EACH STEP IS.

If **xxxx** was closer in price to Nutes or the same would you switch back?

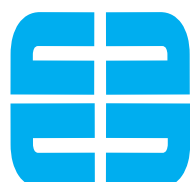
☒ YES-WHY:

☒ NO-WHY: NUTES IS CLEANER

If you switched back to **xxxx** are there components of Nutes you would use in conjunction with the **xxxx** line?

☒ YES-WHICH ONES AND WHY: - SUGAR FLUSH/TRICH

NO-WHY:



**FOR ADDITIONAL QUESTIONS OR INFORMATION  
ON THESE COMPARISONS AND INFORMATION  
ON THE NUTES NUTRIENT LINE**

**INFO@NUTESNUTRIENTS.COM OR 800.669.2113**

**NUTESNUTRIENTS.COM |**



**Specialty plant nutrients priced right**