1. Problem

Slide (1):

Originally, we identified a problem with states being able to regulate all things hemp. Just as states have a system for the transportation of livestock between borders one for the transportation of hemp is needed. With the farm bill just recently being passed in 2018 states are trying to figure out a way to reliably track and handle hemp coming in and out of their borders.

Slide (2):

Without a quick and easy way to verify whether the hemp coming into a certain state is legal it turns into a very pricey process for everyone involved. If regulators have to stop the transport of hemp for an extended period of time just to make sure everything is in order everyone in the supply chain pays for it. The state has to spend money to hold the load, the transporters time is being wasted, the regulators time is being wasted, and the farmer or processor purchasing the hemp is losing out on potential revenue.

2. Product or Service

Slide(1):

Our product solves this problem by storing important data about hemp in all parts of its lifespan in a blockchain. We will also provide an interface that organizes all the data within the blockchain so that anyone at any part of the supply chain can easily access it.

Slide (2):

For regulators our product would make approving a transport as easy as taking out their phone and scanning a QR code. This will display all information on the hemp being transported including where it has been, the THC levels, previous checkpoints its been stopped at, and where its going. Farmers and processors would be able to view all this information as well providing a feeling of security knowing exactly where their hemp is and where its been. It also allows farmers and processors to make data driven decisions on whether they should make a purchase or not.

3. Customers

Our best customer will be the regulators. Our product will list out all the documents the transport has (COA, bill of lading, etc.) making any regulator feel confident that the transport is legal and approving it. If we can sell the product to the regulators than everyone else in the supply chain will be inclined to use it as well especially truck drivers and farmers.

4. Market(s) and Segmentation Model

The growth potential for the market is huge as the farm bill was just signed in 2018 and the USDA has yet to come out with the rules and regulations for hemp and until they do that no states rules and regulations can be approved. It is estimated that the USDA will finish up this process and states will be able to start licensing hemp in the next few months.