KJ notes:

* Age: 23
* UC Davis Grad, pHD student, really fucking smart
* Microgreen interest comes from a little gardening, health conscious
* Diet in red meat+dark greens
* Grocery stores: Safeway,
* Broccoli, brussel sprouts, spanich (sprouts) and they go bad really quickly
* Ideally: cooking food instead of eating out
* Has eaten microgreens/sprouts
* Mostly eaten sprouts because its much easier to produce it at home\

Reason to grow yourself:

* Shelf life, cheaper to grow low effort
* Barrier: Does not know anything about the health benefits/use cases
* Things not sprouted in the same time (like you want them to be ready a certain day)
* Asking customers to bio hack and learn about health instead of following a fad on instagram
* Every day eating microgreens

Magic wand

* Not going bad
* No soil
* No bottles of nutrients
* Just need the end product consistently CHEAPLY
* Small area to the side that you don’t have to think about
* Just want microgreens

Yes to seeing completed product