BAKE!

Bake started as a passion project and was something I was admittedly a little tentative about actually creating. I live in Ohio, and marijuana is still illegal here. As it transitions into its legality, the plant poses serious opportunity for a new industry. Platforms built around its commerce will inevitably need marketing and branding strategies. The opportunity to create a unique development concept was too great, and so here it is.

Like it or not, marijuana is already [here](http://www.refinery29.com/2016/04/107985/where-is-weed-legal): currently legal in **4** states, and available for medicinal use in **24** others, as well as in the nation’s capital. With 15 more states considering decriminalization and 10 more states contesting for recreational legalization of marijuana, smart entrepreneurs are seeing it for the business opportunity it can and will inevitably become.

The question for those who choose to stake their dollar in this soon to be burgeoning industry becomes *how to market it most effectively?*

[Pe](http://www.pewresearch.org/fact-tank/2015/04/14/6-facts-about-marijuana#number-4)w research shows that although public support for marijuana is rapidly outpacing opposition, a simple stigma still remains: **it smells**. People may believe in it, and desire its legality, but a majority of them prefer not having to deal with it secondhand in their day to day. The key to effectively marketing marijuana will be discretion: its strength lies in its ability to be ingested rather than smoked.

BAKE! was conceived of as a way to market marijuana strategically, with the aim of providing a unique experience that helps to curb the issue of flagrant use, while broadening its appeal to new markets. A designer marijuana bakery and café, run by professional chefs who know how to pair flavors appropriately, would attract young foodies, hip millennials, and potentially their baby-boomer parents seeking the new, shared experience of enjoying marijuana in a restaurant setting with their grown children.