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Hold your ground.

Stand out with custom high end product lines.

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Challenge the status quo

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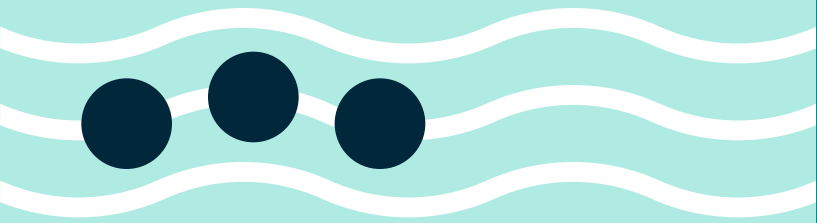
Apple changed the world with a very simple idea: a belief that inspired their competitors to improve, and inspired millions to reach for something greater, to hold their ground, and to dream.

They believed it's not good enough to be "status quo". More than just a great idea, it's a total necessity to challenge the status quo.

This idea assembled a tribe of people inspired to "think different". The proof emerged when customers started acting on those beliefs, creating a multi-trillion dollar market in the process.

In the CBD space right now, there's an emerging status quo. Will you challenge it?

Don't race to the bottom



Brands that slap together some isolate, food coloring, and “natural flavors”, and sell it as cheaply as possible, risk looking (and tasting) the same. The best way to avoid this vulnerability is to “think different”...

When you “think different”, you can make it harder for major big box and e-commerce players to knock the floor out from under you.

They can do their thing, and you can do yours...at a premium.

When you have an interesting niche or focus, others may offer lower pricing, but you can always win on quality.

It may seem counterintuitive to some, but it's actually less risky to truly stand out and stand up for a unique mission, and serve more specific market segments with focused high end product lines.

The market is growing up



Some of the brands currently struggling to find their focus will grow up and evolve into major companies. Some of the best companies in the world started in a garage after all! And we will always support and serve startups and small companies.

But if you've been compromising on price, quality, and values, it's more important now than ever to understand what's coming around the corner and get ready for it with real product innovation that is pointed at well defined market segments.

Those who can't or don't upgrade will continue to struggle, and for all of us, there's a fork in the road coming.



Big players are entering

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It feels like it's taking forever, and it's tempting to think that just because your ad account got banned again and your payment processor just "deferred" \$25,000 that was supposed to be in your bank last week, that the regulatory framework will always be too unstable for Goliath-sized companies to steal your lunch.

But it won't. The world's largest e-commerce players are coming.

They're just waiting for their lawyers to start... ahem... trying the product out a little more... and when they do, they'll relax their shoulders a little bit and more laws will "evolve". Are you ready for this?

When the markets start to really open up, it'll be more important than ever to be positioned as a truly unique and stand-out brand.



Premium will survive

When 2nd wave nationwide coffee chains first hit the scene, there was some major disruption for a few years, but then a funny thing happened.

With some adjustments, craft 3rd wave coffee shops with unique brand identities got even more popular. Coffee shops that served more focused niches survived, and truly earned the trust and love of their customers by establishing a deeper relationship with them.

Big chains often have a hard time engineering the same level of trust as a craft 3rd wave coffee shop. It's difficult to mass produce hipster baristas serving a market that demands increased trust, transparency, and authenticity.



Premium hemp products for the global marketplace.

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Be a David among Goliaths

The time is now for new and existing companies to stand out on quality and differentiate with custom product lines in ways that bigger scale operations simply can't compete with.

When you're David, you move faster
and learn faster.

The brands that have built up a base of trust around premium products that justify high MSRP's will survive when bigger competitors enter the hemp/cannabis space.

And the customers of larger scale commodity brands will still buy premium craft CBD products. They will still cherish the companies who have earned their trust, and excite them with unique and different premium experiences they can't get anywhere else.



Be obsessed with quality

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We're seeing an interesting pattern emerge with our clients.

The more they focus on premium quality aimed at specific market segments, the more they sell.

While others are lowering prices, our clients are raising revenues.

While others are skipping process steps, we're testing more, and providing more transparency.

The winners we work with are focused on selling amazing products and grabbing more market share with totally straight ahead, value-focused marketing and sales. And it's working.

Trust is great, but we prefer proof...



...and not just proof of potency: proof of purity, efficacy, and most of all, relevance to the lives of your customers.

Companies who are getting this piece right first are already elevating the standards across the entire market, so that products with true efficacy can get into the hands of those who need them most.

Our clients and competitors all share this vision, and it's a growing chorus you can join.

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Be a premium among discounts

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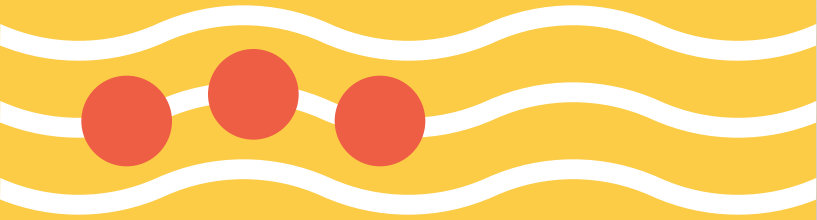
There will always be a low and high end.

In some cases, low cost/high quality entrants continue to improve and eventually take over the market.

The key is to pick a lane, and either differentiate by being a high price/high quality luxury brand or a master of commodity at scale.

Both have value and market, but there's a significantly higher risk to becoming a commodity in the hemp/cannabis space.

Offer segmented high end



The market will still demand both commodity and premium brands, but it will become exponentially more difficult to win at the commodity level when big players start taking more market share.

When your competitors figure this out, they'll start aiming higher, and there will also be a race to the top. You can prepare for this now, by creating high-end product lines that truly stand out.

Build better products



Aim higher, be different, and rise above the competition with something truly special.

In a world where formulations often lack intention and are full of cheap concentrate, and empty buzzwords are considered “marketing”, products with real benefits truly sell themselves.

There’s an amazing opportunity to stand out and create lifelong raving fan communities of customers who buy again and again because of how impressive the product is.

Ask better questions

Plan out a way in the near future, to be able to answer these 9 questions immediately, with excitement and precision.

Don't worry if you can't answer them all yet; we can help. What matters is that you are asking the right questions:

1. Are your products formulated for a well defined, specific market, that you are confident you can serve at a high level?
2. What about your products makes them different, effective, and highly valuable?
3. What's the intent behind your product?
4. What do your customers need from you the most?
5. What segments both understand and are willing to pay for higher value products that speak directly to them?
6. Are you advertising your products in a way that creates an aura of pre-eminence?
7. What do you do that's most unique, disruptive, and special?
8. Who can you partner with that shares your mission?
9. How are you positioning your brand as a market leader?

Are you thinking different?

The ones who dominate the markets and change the world do so because they believe that it's not good enough to be status quo.

They make it their mission to do something truly unique, disruptive, and special...and they take massive, radical action.

You can do this too.



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Are you acting different?

As others drop prices, you can focus on quality and trust, and build something so valuable, you attract customers who are willing to invest in that value because they believe in it.

Stand out by becoming premium in a world full of discounts.

Go for a customer that is not price sensitive.

Sell to the enthusiasts, with small batch, premium, high-grade products that create a truly stunning experience.

Attracting premium customers

1. Differentiate your products with organic medical grade inputs.
2. Try featuring products with solventless extracts.
3. Formulate your skin care products with defined spectrum concentrates and emulsions.
4. Move off of the isolate + food coloring/natural flavors fad and get into high-end, organic edibles.
5. Use broad spectrum emulsions for functional drink formulations.
6. Create repeatability and consistency with highly tunable defined spectrum formulations for specific cannabinoid ratios.
7. Be willing to invest and participate in consumer education.
8. Focus on safety, sustainability, transparency, and traceability across your entire supply chain.
9. Always be willing to explore ways to increase your company's equity and inclusivity.
10. When others race to the bottom, HOLD YOUR GROUND.



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If you've made it this far, chances are you get it.

Chances are you see the value... in focusing on value.

Chances are, you're ready to take the next step on your premium product journey, so you can truly differentiate and build custom solutions for highly valuable and well defined market segments others aren't tapped into.

If you know what's ahead and you know that the winners are getting everything lined up now so that future market disturbances can't touch them, you'll know what to do next.

No matter what happens, your core communities of raving fans (also known as "customers") will stay loyal to you because you have truly served them well with products that stand head and shoulders above the rest, products you can build insanely high quality customer experiences around.

This requires a renewed sense of clarity on the mission, vision, and values you bring to the table.



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Focus on the mission

At NuSachi, we're focused on nailing the numbers on our COA's, we're focused on high-end product formulations, and we use tools like solventless extraction, emulsions, and other unique methods, to create truly valuable custom solutions.

But our mission is bigger than our products. Early on, we set out to "Prove the Power of the Plant" from root to tip.

We see its value spreading out across the entire supply chain in verticals as diverse as functional medicine, nutritional supplements, cosmetics, food and beverage, building materials, and even energy. And for our clients, the proof starts with precision custom product formulation work.



Book a strategy session

If you're looking for a partner who can deliver on high-end custom product formulation, and who can even help you narrow down the market segments that are most valuable to create these products for, welcome to the world of NuSachi.

Whether it's white label, private label, or a completely innovative new idea for a product, we've got it covered.

Reach out when you're ready to hop on a call and let's chat about how we can revolutionize the hemp and cannabis space together.

Book your complimentary Strategy Session with a NuSachi Growth Advisor:
nusachigrowthadvisors.com

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