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## MJ Freeway Enables Cannabis Dispensary to Pivot to Meet Business and Industry Needs

## CLIENT **OVERVIEW**

The Farm is Boulder, Colorado's number one dispensary with locations in North and East Boulder. Locally and woman-owned since 2009, The Farm offers a variety of craft cannabis strains tended by master growers and employs sustainable growing with small batch outputs in order to bring out the best quality of every plant.

## BUSINESS **CHALLENGE**

The Farm needed a software solution that could adapt to their business needs and keep up with the industry's ever-changing regulations. They required a solution that could pivot as fast as their business and industry needs, as the rules and regulations ranging from payments to tracking were always changing. They also needed a PO system for analytics and inventory control that could also work with other systems, such as online menus. Their need for a new software solution was further compounded by the events of COVID-19, resulting in businesses having to quickly change how they operate and interact with customers.

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MJ Freeway, a leading cloud-based seed to sale software platform provider, is part of the Akerna (NASDAQ: KERN) family of cannabis technology companies. MJ Freeway's software, MJ Platform, enables cannabis operators to manage, scale, and optimize more competitive operations across the entire legal cannabis supply chain – including cultivation, manufacturing, distribution, and retail. Operators utilizing MJ Platform have access to visual dashboards presenting their real-time data enabling them to make more informed decisions about running their business. With technology-automated compliance safeguards for track and trace throughout the entire supply chain, and access to a highly experienced consulting and support team at MJ Freeway, cannabis operators have the tools to maximize ROI today and plan for growth tomorrow.

**WWW.MJPLATFORM.COM**

# THE WINNING **SOLUTION**

The Farm signed with MJ Freeway in April 2020. The company was impressed with MJ Platform's adaptability, ease of use and analytics capabilities. For instance, now they had user-friendly data insights to understand what items drive the most sales, and the platform seamlessly integrated with third party menu solutions, which is what the company really needed. Additionally, the platform is able to work for their specific needs while keeping them compliant with Boulder's complex rules and regulations for the cannabis industry.

# ONBOARDING **PROCESS**

Onboarding to the MJ Platform was effortless, and the MJ Freeway representatives were responsive to all their questions, from addressing compliance concerns to offering solutions for their particular business needs. The Farm was impressed by how in-tune the onboarding team was with their group, walking them through the set up process step-by-step and slowing down when needed. The company particularly appreciated the support team's proactive communications and willingness to suggest fixes to problems that were not related to the platform.

## CLIENT TESTIMONIAL

"MJ Freeway's onboarding process was not just a set it and forget it. We have been operating on MJ Platform now for about six weeks, and to this day, we are still in contact with our representatives on a weekly, if not daily, basis – even if it's with issues not related to their systems. They always offer easy solutions to our staff who are open to and welcome their advice."

– Tony Tarbox, Education and Training Director