

CASE STUDY:
SMARTWEED
COLLECTIVE

MJ Freeway
Enables Los
Angeles
Dispensary to
Increase
Productivity and
Streamline
Operations



CLIENT OVERVIEW

Smartweed Collective, one of Southern California's original cannabis dispensaries, has been in operation since 2006 and services the greater Los Angeles area. As a member of Los Angeles' United Cannabis Business Association (UCBA), the company helps to shape local and state cannabis policy and promotes the advancement of the cannabis industry as a whole.

BUSINESS CHALLENGE

Before implementing MJ Platform, Smartweed Collective was managing operations with a non-compliant POS system and manual processes. As a result, they did not have insights needed to track inventory and QR codes. In addition, when speaking with a vendor, the company did not have real-time insights into its sales information, number of customers, or inventory count. The company needed a solution to keep them compliant and provide visibility into their daily operations.

ABOUT MJ FREEWAY

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.

CLIENT QUOTE

"MJ Freeway has made operations seamless, and our business would not be where it is today without them. MJ Freeway grew with our company, and we are now more streamlined than before. I don't have any reasons to look anywhere else and have the utmost confidence that the MJ Freeway team can resolve any problems."

– Sharif El-Mazati
Director of Operations

THE WINNING SOLUTION

Smartweed Collective signed with MJ Freeway in 2018, and from day one, MJ Freeway answered any questions and worked with the company to configure the platform to meet its specific needs. MJ Freeway's onboarding representative walked the Smartweed Collective team step-by-step throughout the process – from data reporting to integrations – as well as identified the correct QR code the company needed. Due to its positive experience with the MJ Freeway onboarding team, Smartweed Collective quickly realized one of the unexpected benefits of MJ Freeway was the live support, which proved to be just as important as the technology.

Since the implementation of MJ Platform, the company is equipped for strategic conversations with vendors, as they have visibility into inventory and sales data. Additionally, the company can quickly and seamlessly implement dynamic pricing to bolster profitable sales and improve inventory management.

KEY BUSINESS BENEFITS



Compliance with state regulations



Improved productivity



Creation of more job opportunities



More efficient and streamlined operations

BY THE NUMBERS

Data from MJ Freeway's built-in business intelligence reporting provides insight into the ongoing growth that SmartWeed Collective has recognized since implementing MJ Platform. From 2019 to 2020, they have seen the following increases:

40% increase in order sales

32% increase in number of orders

39% increase in number of products sold

6% increase in ticket size

6% increase in basket size