



WEEDGENICS

The Manufacturing Partner of Choice

Mike Garcia | Current President / CEO

Marijuana is perhaps one of the most heated debate topics today, concerning both from a legal and health perspective. The world is divided into opinions and facts. Some of the researchers have confirmed the advantages of marijuana on health but never seem to settle on an agreement. Moreover, these differences in opinion also affect the overall Cannabis industry.

The year 2020 has been a year of big strides for the industry due to legalization in several regions. But, the dynamics of industry change every day. Several mergers and acquisitions are happening on a daily scale also, legalization has emerged in several start-ups and older companies are rising to prominence. However, being recognized as an illegal drug for a long time, marijuana is surrounded by several stigmas. Overcoming these stigmas is a challenge, especially for medicinal use.

We have come across people refraining from medical cannabis with the fear of addiction and other myths surrounded it. Mike Garcia is leading WeedGenics with a mission to bust these myths and make Cannabis available to solve underlying health issues. He highlighted that since the legalization in the US, the deaths associated with opioid use have significantly declined due to medical marijuana being a safer alternative. WeedGenics is very focused on helping individuals with PTSD, phantom pain, cancer, night tremors, anxiety, depression, and insomnia. With its unique manufacturing and extraction process, the team of WeedGenics is working relentlessly towards hopefully being able to patent a cannabis line for the aforementioned symptoms and also for the vets.

Discovering the niche

In 2010, WeedGenics entered the cannabis industry with one medical marijuana dispensary. Due to its qualitative and efficient services, the company soon attained success leading to expansion in additional dispensary locations. Due to its proven methods and strategic demographic studies, the team was able to discover its niche. While each day growing to success, it was evident that quality products are the major differentiator in the market. Besides, private-label branding could not offer the same results of in-house cultivation and the team still relied on a third-party vendor. In 2014, WeedGenics spotted an opportunity in Nevada and invested in a 52,000 square foot grow facility. the production has increased in numbers since then and today the company handles everything from manufacturing to sales and everything in between.

Mike explains, *“WeedGenics is vertically integrated and seed-to-sale tracking is required, so cultivation is the easy part.”*

Another key differentiator of WeedGenics is its background in

the hospital industry and turning around those that are failing. The same strategy is leveraged to help the independent dispensaries revamp their business, concentrate on walk-in traffic, establishing a rapport with locals, and create a superior product to step up their game. The team's approach is very methodical and decisions are based on extensive research on areas and demographics. The focus is on one dispensary at a time and not cumulative to ensure that everyone gets a high ROI. Recently, the company expanded with an additional 150,000 square foot location in Adelanto, CA to support the ever-growing demand of the Southern California market.

Comprehensive roles and responsibilities

WeedGenics has been in the industry for more than a decade and understands the landscape and requirements of the dispensaries. Over the years, the company has recorded success and continually grown due to the efforts of Mike and his team. His roles and responsibilities at WeedGenics are comprehensive. He is responsible for creating strategies, analysis, and operational steps necessary to dispensaries and cultivations. Moreover, he is also involved in creating, designing, and preparing all store sales and merchandise incentives, while also actively involved in-store setup process.

Mike is always seeking new spots for growth, both personally and professionally. He is responsible for identifying the potential sites and new store locations and currently oversees the

“We are pioneering in production capabilities of complex range as well as proprietary methodologies for creating the best cannabis and botanicals extractions on the market.”

Flower, Pre-rolls & Cartridges



SATIVA

- Tangie
- Candyland
- NY Sour Diesel
- Green Crack – GCK



INDICA

- Thin Mint Cookies – TMC
- Banana Split
- Skywalker
- Mendo Breath



HYBRID

- Cherry OG
- Royal Cheese
- San Fernando Valley
- Gorilla Cookies
- White Widow

merchandise selection and operation of 26 dispensaries and two cultivations in California and the Las Vegas area. He also highlighted that compared to Nevada, they have more potency leniency in California. WeedGenics is exploring the opportunity in products such as flowers, edibles, concentrates, and similar products. While the other people will reach out to private labels to see what is popular amongst the customers, WeedGenics will be more focused on the individual and products that would help specific mental and physical needs.

Change in Operations

The growth trajectory stayed constant amid the crisis of COVID-19. The business did not suffer and fortunately, there was no halt in operations. However, the safety guidelines were strictly adhered to—even before the pandemic the team ensured utmost safety and purity. With constant temperature checks and the compulsion of wearing masks and gloves, WeedGenics continued their operations. Explaining the situation, Mike asserts, *“When dispensaries couldn’t get their regular foot traffic, we used existing budtenders and other employees as delivery drivers so they could continue to receive their regular paychecks.”*

COVID-19 did bring few operating changes for WeedGenics. The in-person clientele allowance was reduced and frequent temperature checks at door and offering curbside pickup and even deliveries. The team of WeedGenics stayed ahead of the challenges and outperformed themselves.

Moreover, Cannabis cultivation and sales were considered an essential service due to many patients in need of medical marijuana. Thus, implementing strict safety measures was key

exclaimed Mike. He also stated that medical cannabis is not only benefits the consumer but also helps the whole country. With the revenue collected in taxes, the money can help repair infrastructures and aid failing public schools—like in Las Vegas, which has one of the worst school districts in the country.

Access for All

With time, the acceptance of cannabis in treatment is being acknowledged by several experts creating a bright pathway for the medical cannabis industry. Remarkably, Dr. Sanjay Gupta has spoken at length about why he changed his mind and embraced the benefits of cannabis for a myriad of ailments. WeedGenics is also spreading awareness by working with a group of doctors and visiting consultations to educate the pain clinics on the safety potential benefits of medical marijuana instead of prescribing dangerous and potentially deadly opioids.

In the coming years, Mike and his team are expecting the Safe Banking Act to pass as the cannabis industry still is largely cash-based considering marijuana is still listed as federally illegal. But Mike feels this is just another hurdle and will happen soon with all 50 states legalizing the medicinal use of cannabis, he concludes *“so all patients in the US that could benefit can have access to this amazing plant.”*



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