

## **[[421] REMOTE SENSING OF CANNABIS; THE FIRST STEP TOWARDS STANDARDIZATION AND CLOSING THE LEARNING CYCLE**

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- **Investment Rational**

GemmaCert, a new paradigm for cannabis testing, facilitating cost-effective commerce and safer medicines, is a smart, simple and sleek solution, for everyday use, requiring no specific skill-set for operation, and whose form gives little indication to the sophistication working underneath. GemmaCert, lead by veteran experts, is an opportunity to invest in cannabis without incurring the liabilities of “plant-touching” companies.
- **Business Strategy**

1.2 million cannabis businesses around the world will have in-house testing applications and GemmaCert will capture significant market share by direct sales. GemmaCert is already making a name for high performance, robustness, ease-of-use and reliability. Revenues are driven by unit sales and recurring subscription fees as each unit is operated, serviced and upgraded via GemmaCert's secure cloud-based servers.
- **Core Technology**

GemmaCert proprietary technology combines Near-Infrared Spectroscopy, Image Analysis, Data Science, Machine Learning and Motion Mechanics, to accurately analyze the heterogenous cannabis flower. In under 90 seconds, GemmaCert delivers representative results without destroying high-dollar test samples. The core technology can be calibrated to test for many analytes across industries.
- **Product Profile/Pipeline**

GemmaCert already tests for dry flower potency (THC and CBD). New analytical capabilities will be added, including for moisture, water activity, as well as for other forms such as cannabis oils. GemmaCert's core technology will be adopted to mass production lines enabling for the first time quality-based automated grading and sorting, driving profitability for large cannabis businesses.
- **What's Next?**

With accumulating orders, GemmaCert will supply hundreds of units to cannabis businesses worldwide in 2019. The next twenty-four months will be dedicated to production ramp-up, adding to international sales and distribution channels, team building, and introducing new analytical capabilities. Within 5 years GemmaCert will be a \$100+ million business recognized as the Gold Standard for cannabis quality assurance.