

# Grow with Jane - Press Kit

## The Problem

- There are over 50 million cannabis home growers in the world, with more joining due to legalization or decriminalization, but they lack sophisticated resources
- The growers are using overly complicated formulas, excel sheets and charts to keep up with the growth of their plants which is inefficient
- Growers like to collaborate and share results and experience but, currently, are forced to use old Forums with outdated and difficult to use tools.
- Meanwhile, many cannabis companies lack understanding of their customer or a way to reach them after the sale for feedback

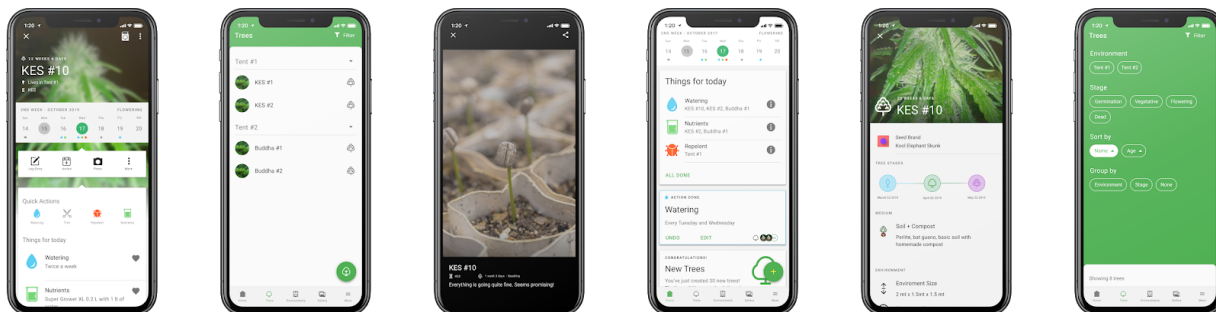
## Solution

- **Grow With Jane** is the go-to platform for cannabis home growers.
- At its core it's a journal, where growers replicate their real life environments and follow **Grow With Jane** on the path towards harvest.
- Growers take note of everything they do in **Grow With Jane**, while **Grow With Jane** gives them advice and follow ups on how they are doing, and what they should be doing.
- As they grow their plants, growers get an automated report from **Grow With Jane**, totally simplifying tracking and sharing results.
- Educational content allows users to expand their knowledge desired to improve yields and results.
- The community becomes social spot for cannabis home growers, to share, comment and learn from each other and for the industry to interact with their current or potential customers.

## Current Product

**Grow With Jane** was released in August 2017 and has over 20,000 active users in the Android Playstore and launched in IOS June 20th.

We registered over 1 Million user interactions, over 165,000 plants and 300,000 pictures.



## Assets

<https://drive.google.com/open?id=1u2Tv6buekw8Bes8bhBZpCv9e3vVLYwWP>