

0:00

[Music]

0:04

hi we're Sandra a crafts Edibles brand

0:06

based out of the Berkshires of

0:08

Massachusetts we are proudly woman and

0:10

minority owned I'm Janine Yu the CEO I'm

0:14

David Collins the chief product officer

0:16

and I'm John Pollock Chief business

0:17

officer

0:19

started in my and David's Home kitchen

0:21

where David was making these hard candy

0:23

Edibles for our family and friends for a

0:26

good five years before we decided to

0:28

pursue a license in Massachusetts

0:30

the whole business started because it

0:32

was the start of the pandemic and the

0:35

travel business which is what I was

0:36

doing was dying and

0:39

David's career in music was also coming

0:42

to a halt because there were no more

0:44

events so we thought you know what would

0:46

be really good is to actually try to

0:49

share our hard candies with the world

0:50  
and so we decided to pursue a license in  
0:54  
Massachusetts but we knew we needed help  
0:56  
on the business side of things and  
0:57  
that's where our business partner  
0:58  
Jonathan Paula comes in  
1:00  
when Janine and David approached me this  
1:04  
was I think October of 2020 and told  
1:07  
them about their plan to start  
1:09  
this hard candy Edibles brand first in  
1:12  
Massachusetts I was super excited about  
1:14  
this opportunity because one I'm trying  
1:18  
the home kitchen version of these  
1:20  
candies and I knew that um I was  
1:23  
ultimately the target consumer a tastes  
1:26  
great they work well and they're super  
1:29  
convenient so because they're  
1:32  
individually wrapped you can just take  
1:33  
them in your coat pocket or your purse  
1:35  
and they're great for uh you know  
1:37  
heading out for a you know a night or a  
1:40  
weekend or whatever super convenient  
1:43  
discreet and great tasting we've now

1:46  
moved to individually routing all our  
1:48  
hard candies which I think is a huge win  
1:51  
for us and for for our consumers this  
1:54  
makes it so easy to share gifts to a  
1:58  
friend bring it on the go to sleep it  
2:00  
was really important to all three of us  
2:02  
that we create a unique and special  
2:03  
brand and we really believe that that's  
2:06  
what we have with thunder we're a woman  
2:08  
owned we're Asian American owned we're  
2:10  
lgbtq owned and we have a unique and  
2:14  
differentiated product in our  
2:15  
spontaneous their full spectrum their  
2:18  
Nano infused and there are different  
2:20  
form factor than what you find other  
2:22  
teachers  
2:24  
so unlike a lot of other cannabis  
2:26  
Ventures  
2:27  
we were very focused on The Lean Startup  
2:30  
approach  
2:31  
what that means is we did not want to do  
2:33  
something

2:34

vertically integrating across all parts

2:38

of

2:39

chain but we were really focusing on one

2:42

main aspect which was manufacturing and

2:45

the brand

2:46

I'm really proud of what we achieved in

2:48

our first year of business in just a

2:50

short amount of time we got a great

2:52

distribution deal we are now in about 20

2:55

of dispensaries across Massachusetts

2:58

we've built a great team and a great

3:01

culture for our brand and we have been

3:04

planning expansion into other states as

3:07

well as other Innovations within the

3:09

Massachusetts Market

3:11

foreign

3:14

[Music]