





Your Instructor: Michael Guasch

- CEO, Molecule Labs, contract manufacturer
- Chemist by trade
- Race car driver (2015 winner 24 Hours of Daytona class (sponsored by Cuttwood))
- Sold company to DuPont
- Lifelong entrepreneur





Building your Business

- Build a company that stands for what you believe in; build it to last, and not just for the money
- Provide great customer service
- Your story as to why you are in the business



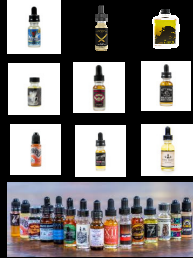
Branding

- EMPATHY - understand your customers needs; create a connection with them
- FOCUS - focus on what you have chosen to do. Eliminate unimportant opportunities



Hundreds of E Liquid Brands

- How to pick e liquids for your shop?
 - Who is your customer?
 - What do they want?
 - Test it yourself
 - You need well know brands
 - Stay up on the forums
 - Listen to your customer
 - Safe and legal packaging
 - Will the company deliver consistent product, on time



Create Your Own Line of E-juice?

- Why...
- Money ?
 - Control ?
 - Build a Brand ?

- What...
- glass, plastic
 - sizes, labels,
 - formulas, tamper evident,
 - Child Resistant Closure,
 - etc. etc.



In House Manufacturing: Pros vs. Cons

PROS

- More profit margin
- Build a Brand



CONS

- Expensive equipment and building improvements
- Hazardous chemical awareness for employees
- Proper use and disposal of hazardous chemicals
- EPA pending regulations
- Inventory control
- Lawsuits
- Significant competition

FEBRUARY 5, 2015
Center for Environmental
Health
Initiates Legal Action on
Vaping Dangers

“unregulated vaping products expose users to nicotine, a chemical known to pose serious reproductive health hazards, and thus must carry warnings under the state’s Prop 65 consumer protection law”



Companies Named in Lawsuit

1. Ballistic Vape Inc.
2. Steam Distribution
3. Beard Vape Co
4. Bodyrock Products
5. The Daily Vapes
6. Exquisite E Liquid
7. Five Pawns
8. Joyetech/Shenzhen
9. Limitless Trading Co
10. Nicopure Labs
11. Tenacious 7 Vapor
12. Throttle Vapor
13. USVC, Inc.
14. The Vape Kitchen
15. Vaporall

ISO 7 Certified Clean Room Manufacturing



Got VG?



Truck Load Shipments

- 5400 bottles per pallet
- Retail 15ml
 - = \$12 X 5400
 - = \$64,800 per pallet
- Retail 30ml
 - = \$22 X 5400
 - = \$119,600 per pallet
- Over \$1,000,000 sitting to ship



Q and A



Your Instructor: Nick (Grimm) Green

- One of the most prolific YouTube vape reviewers, viewed by millions
- Owner of Namber Juice, a leading e-liquid co.
- Writer for VAPE Magazine
- Frequent blogger and contributor to the industry
- Speaker at Vapor Shows, Del Mar, CA, Mar., 2015



What You'll Learn Today

- Hardware products for brick and mortar retail locations
- Tried and True (Safe) items: Do they exist?
- China's "upgrade game." Do you play along?
- How vape gear compares to other tech (Apple, etc...)



What You'll Learn Today (con't)

- High end mods / Atomizers
- Stay in touch with your customers
- Stay in touch with Reviews
- Q and A



Hardware Products for Brick and Mortar Retail Locations

The challenge:
How do you offer everything for everyone?



Do Tried and True (Safe) items Exist?

- Are you confused by the variety of products available?
- What about your *customers*?



Do You Play Along with China's "Upgrade Game?"

- Must you carry the "latest & greatest?"
- Where do you draw the line?



How Vape Gear Compares to Other Tech (Apple, etc...)

Mods
Pens
Wicks
Cartomizers
Atomizers
Cases
Etc, etc, etc...



High End Mods / Atomizers

An expensive proposition if you choose improperly.



Stay In Touch With Your Customers

- Do your customers know you care?
- Are you sure?



Stay In Touch With Reviews



Q and A



Next Class: Customer Acquisition, Retention and Service

➤ Your instructor: David Collins

➤ Single session classes now available!