



GYO Focus Group Insights

In 2017, BloomBoss conducted 4 focus groups to probe about the joys, challenges, fears, and perceived risks of growing cannabis at home. Questions also focused on reactions to a “hypothetical” home cannabis growing appliance and perceptions of the ideal system.

Respondents were separated into two groups of “New Growers” (people who have successfully grown indoors for personal consumption and have invested at least \$500 in growing equipment) and “Intenders” (have strongly considered or dabbled in growing for personal consumption but have not purchased dedicated equipment nor harvested successfully). Each of these two groups were further divided into two age divisions: ages 25 - 44, and ages 45 - 64.

Key Insights:

- Primary reasons that people consider growing at home include (in order of importance): cost savings, quality control (concerns about how the cannabis they buy is grown), evaporation of risk as cannabis becomes legalized, and pride/sense of accomplishment.

I spent \$6,500 at a dispensary last year. That’s why I want to grow.”

“Growing it yourself, you know what’s in it and on it. That stuff you get from someone else, you just don’t know.”

- There is a lack of reliable information available for prospective growers, and new growers have no idea where to turn unless they have a friend who is an experienced grower willing to provide coaching. Finding reputable help when one is beginning to grow is a primary barrier to success.

“There’s a lot of terminology that’s very overwhelming. When it comes to being a beginner like myself, I’m just like ‘what does that mean?’”

“There’s a lot of stuff on the Internet but some of it is crap. You have to be really careful. ”

“It takes a lot of trial and error to make sure you’re feeding a strain what it wants and needs.”

- Fear of failure is a barrier to entry. Consumers are afraid to invest in growing equipment because they are afraid they will not be successful. They believe there is a steep learning curve to growing cannabis, especially using hydroponics - and they are intrigued by the idea of a system that allows even beginners to find success with hydroponics.

“It’s a lot harder to grow than people think.”

“I think it was partly my own fault that I didn’t really know what I was doing or how to control it or what to do so I never tried again with hydroponics.”

- When asked about the ideal growing system, respondents provided the following criteria: it provides privacy, is visibly discreet and attractive, has excellent built-in odor control, and is self-contained and atmospherically controlled (temperature, humidity, etc.). Most respondents pegged the cost of such a system as being around \$1,000-1,500 with prices going as low as a few hundred or as high as \$10,000.

“It would be nice to just get whatever seeds you want, put it in there and hit a switch.”

“Not having any DIY skills, I would be looking for an all inclusive package. Depending on scalability, I would say it would cost \$1,000-10,000.”

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