

Three Thoughts from Braingrid

By Anthony Elio

In the ever-growing world of cannabis cultivation, two factors are vitally important: energy and data. Based out of Toronto, Braingrid looks to find proper solutions for both, utilizing their specialized sensor device and data management system to improve cultivation performance and sustainability by overseeing vital statistics in real time. With these exclusive quotes, Braingrid Founder and CEO Michael Kadonoff describes the inspiration for his company, the opportunities for cannabis in Canada, and the unique nature of cultivation.



Inspiration for Braingrid

Michael Kadonoff: One percent of the entire electrical grid consumption is devoted to cannabis growing. That's a 6 billion dollar number. That's staggering. And we see growers that are just now focused on efficiency. So what we're doing is creating bottom line value, helping them predict problems, avoid risks through real-time monitoring, presenting beautiful reports and dashboards for them to consume about the business. At the same time, we're also making a difference to the ecological efficiency of their business.

The personal motivation for me is made up of three things: One, cannabis is creating jobs. It's really good for GDP. Two, it's creating prosperity through medicines that are actually making clinical outcomes dealing with epilepsy and some really significant things that are happening. And three, cannabis cultivation is environmentally very intense and has a lot of room to improve. So, if we can hit all three of those in one fell swoop, it's a good deal for me.

Cannabis in Canada

MK: I think we're in the best position possible to be part of the cannabis storyline. Canada, very rarely, is a leader in anything. And this is a rare



Photo iStockphoto.com

genius™



Scan to
TASTE THE
FUTURE!

www.geniuspipe.com

wholesale@geniuspipe.com

888-606-5343



// COMPANY SPOTLIGHT //

Three Thoughts from Braingrid

occasion where Canada is actually leading the charge in a regulatory discipline in compliance and health. Granted, they talk of cannabis as a nation, not as a state. We're setting the bar on how to legalize effectively, not at a state level – not at a province level, but at a national level. How to sell this product. What's the supply chain? How do we ensure that the black market doesn't affect or impede them? There's a lot of detail here and it's actually remarkable.



Photo iStockphoto.com/Fat Camera

Cannabis Cultivation

MK: Cannabis is a momentum play; it is very helpful for us to get out there to serve that initiative. But what's different in growing, ecologically speaking, a tomato plant compared to a cannabis plant? The conditions that affect tomatoes are nearly identical, as far as I've been told.

We're facing serious challenges as global warming comes around and leaves percentages on yields in the double digits every time there's a degree change. I'm scared for us and I think that Braingrid needs to play a role in helping us cultivate that locally. Reducing our carbon footprint, helping people grow better in their vicinity, helping to manage their energy better, understanding what co-generation looks like. If we're going to survive, we need to explore the rest of this universe that we live in. ❄️

Alan

(931) 607-4170

Harold

(951) 282-0317



Horticulture Equipment .com

1-931-563-2377



Flat & Pot Filling



Conveyors (Potable & Custom)



110 CU FT & 135 CU FT
Peat Processors



Coco Processing



Media Mixing



Tray & Pot Washing

& MORE!

For \$1,000 off your
new equipment
purchase

Code:

MJBIZCON1118-19

Custom Equipment Requests Welcome!