

Background

5 Leaf Lab is a mother and son team running a CO2 cannabis extraction facility in Tulsa, Oklahoma. In 2018, after a state-wide vote to legalize medical marijuana, Catherine and Leon decided to become early adopters and entrepreneurs in the new market. Acknowledging a lack of industry experience, the twosome sought a consultant who could accommodate their need to be educated quickly. They looked to the Colorado market and took a City Sessions Industry Insider tour with owner Goldie Solodar in August of that year. During the visit, Goldie assisted in their exploration of several successful business models: extraction, dispensary, and cultivation. After the tour, the team hired Goldie as a consultant and advisor. Today, 5 Leaf Lab has an in-house product line, and processes whitelabel products for 3rd party companies in the greater Tulsa area. They are doubling production every six weeks and are aiming to expand service to the state's capital of Oklahoma City by the end of the year.



Goals and Objectives

- Emerge as a leader in the OK cannabis market by applying expertise from CO
- Create a brand that is recognized as quality to consumers
- Design a facility with high-capacity equipment to produce quality extract and maximize output
- Introductions to pre-vetted industry contacts
- Expand wholesale and whitelabel services to penetrate the entire OK market
- Establish a business model focused on versatility and scalability



Challenge

At the onset of their endeavor, Leon and Catherine were novices in the cannabis space and recognized the need for a fast tracked education to get ahead. In an effort to mitigate trial and error on the front end they needed a consultant who could guide them through different business models and expedite the startup process.

"With love and care, we pay attention to every small detail, striving to create the best CO2-extracted concentrates and infused products in Oklahoma."

– Leon Wunsch

"We found City Sessions at the very beginning of our entrance into the cannabis industry. Their knowledge of all things cannabis was both inspiring and contagious." - Leon Wunsch



Scope of Work ✨

• Business Plan and Strategy Outline

- Demographic and market research
- Facility design discussions

• Instrumentation & Equipment

- Chosen for scalability and quality
- Introduction to vetted supplier
- Operating plan for phased growth
- Lab inventory

• Product Development

- Introduction to vetted packaging
- Inventory and Equipment planning

• B2B Customer Development

- Customer-first strategy

"There are so many decisions to make regarding equipment, vendors, staff, products - we needed to shorten our learning curve and Goldie delivered big time. Her connections and insight were, and continue to be, so valuable."

– Catherine Glock



Results ✨

Seven Months Into Operations:



20

Retail
Locations



5

Employees



22

Pounds Processed
Per week



11,372

Doses
Served



58

Strains
Processed



180

CO2 Bottles
Used



4

Products



- Accelerated timelines & competitive advantage
- Doubling output every 6 weeks
- Investment breakeven: 8 months

Future Plans ✨

• Continued Consultaion:

- Staffing
- Logistics
- Product line expansion
- Industry projection

• Goals:

- Penetrate entire state of OK
- New product development
- Manage scalability while maintaining profitability

"We plan to continue our work with Goldie moving forward and every step of the way. From feedback and pushing us to innovate, to cost cutting and keeping expenses as low as possible, she is an invaluable resource for our business."

– Leon Wunsch