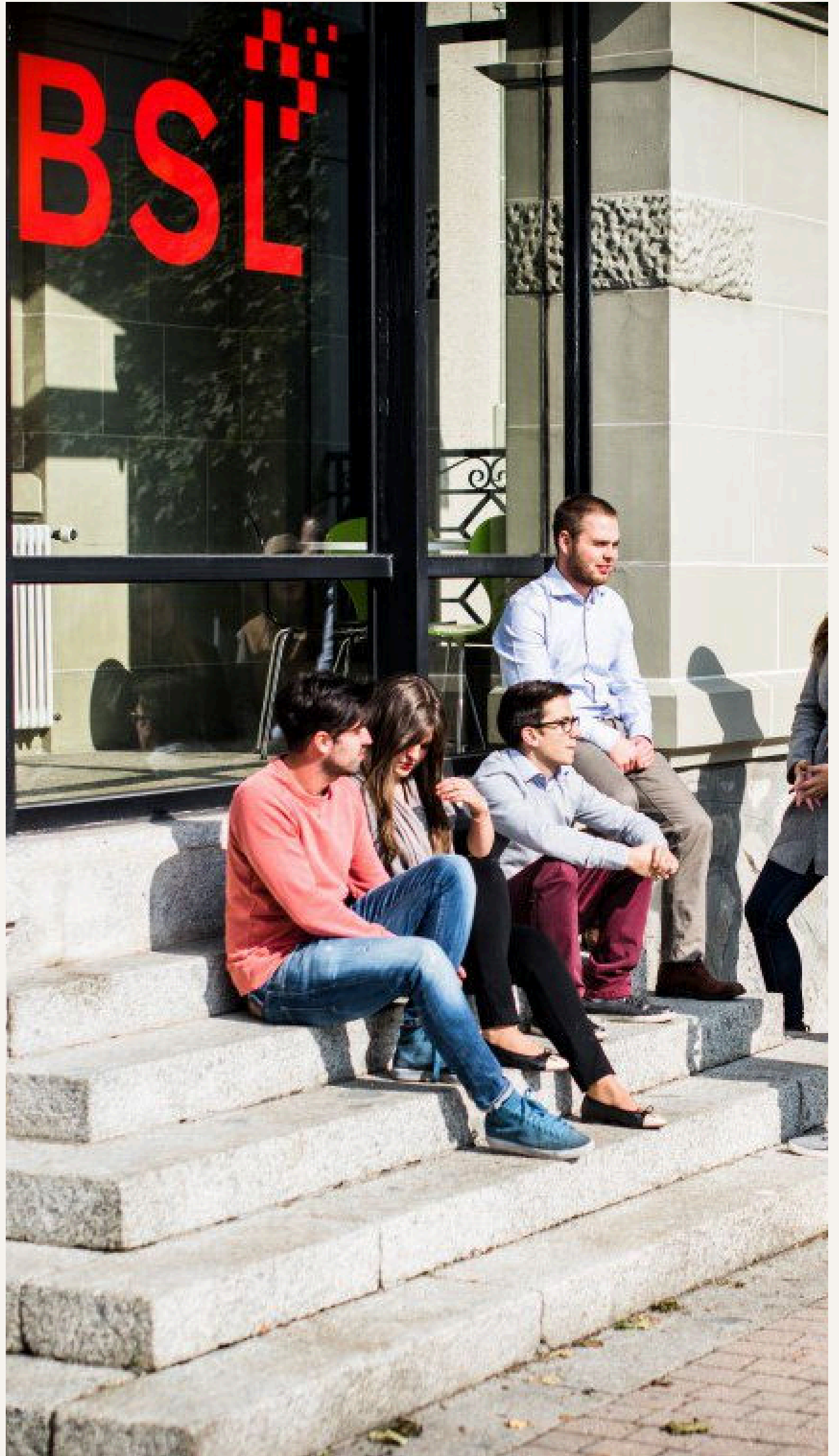


BIW - DAY 4

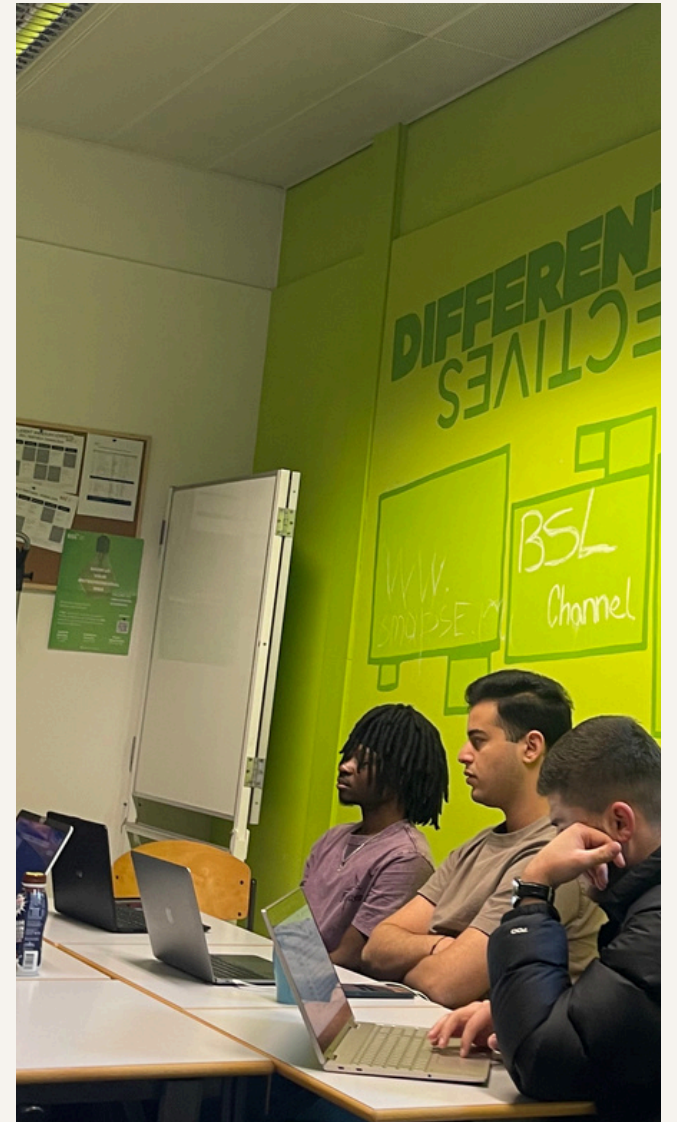
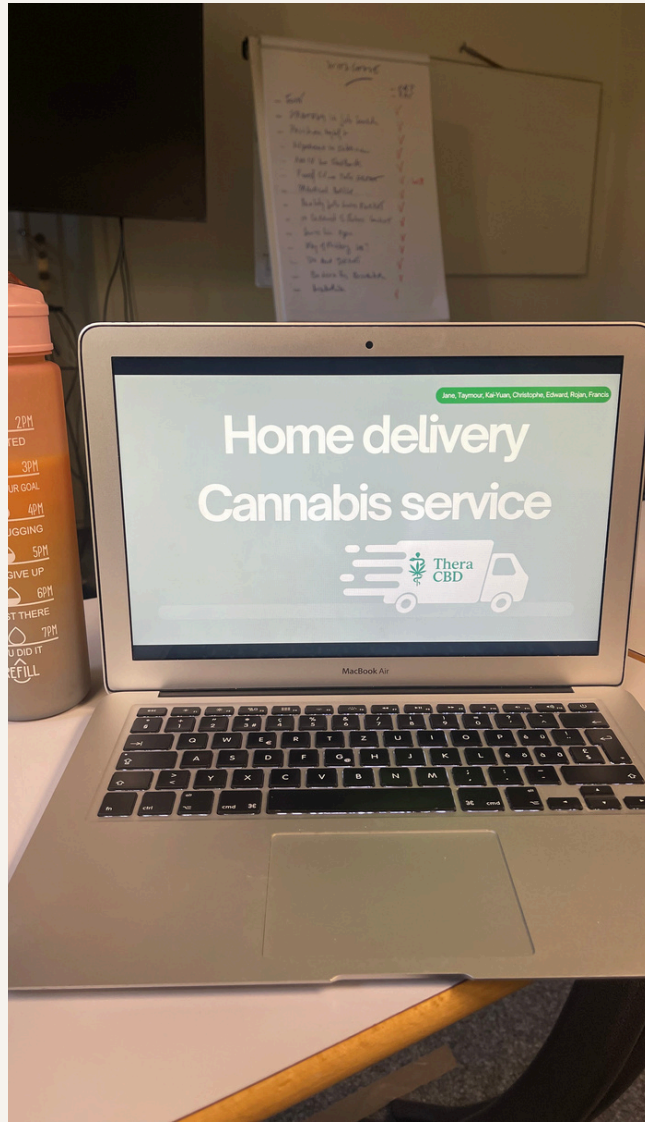


The Business Innovation Week continues, and we have now reached the fourth day. So far, we have had the opportunity to meet several inspiring guest speakers who have shared valuable insights with us. We have also engaged in multiple group exercises that challenged our creativity and teamwork. Today promises to be just as enriching, with a well-structured program designed to further expand our knowledge and skills.

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ACTIVITY

GROUP WORK



This Thursday morning, each group continued working on the final project. After having the opportunity to present part of our work yesterday, we now have the chance to refine it and make significant improvements. This allows us to ensure that our final presentation is as polished and impactful as possible.



GUESTSPEAKER

FLORIAN PITOU

FROM NATURAPLES SA



Our guest speaker Florian Pitou is a Sales and Sustainability Manager involved in the medical cannabis growth field. He presented NATURALPES Holding SA, a company founded in 2017 based in Valais. NATURALPES aims to offer a personalized approach focusing on the benefits of CBD cannabis through both physical and online shops.

The company stands by four core values: 100% Swiss made, 100% natural, ethics and transparency, and quality and durability. Upholding these values is central to NATURALPES, despite the challenges they may pose. To operate effectively, NATURALPES Holding SA is divided into four segments : Naturalpes Pharma SA, Naturalpes SA, Floralpes, and Nautalpes SAS, allowing them to target different markets, attract sector-specific investors, manage regulatory complexities, mitigate risks, and maintain strategic direction.



The company is expanding in the complex cannabis market, navigating legal, scientific, political, and consumer-related challenges across different countries, products, and markets.

Despite the industry's complexities, including multiple players, similar products, lack of education, and price competition, NATURALPES adopts a unique approach. They employ a hybrid strategy by carefully selecting sales channels, emphasizing customer service, and distinctively separating wellness and smoker brands. They hold numerous certifications and prioritize environmental sustainability. Furthermore, NATURALPES places significant emphasis on the well-being of its employees.



NATURALPES bridges natural medicine and science by delivering high-quality, ethically sourced CBD products. They are committed to environmental sustainability, social responsibility, and transparency. Their recent B Corp certification underscores their dedication to integrating business practices with positive societal and environmental impact.

I would like to personally thank Florent Pitou for sharing his valuable experience with us. It was a thoughtful and insightful exchange that provided us with valuable knowledge. I wish Naturalpes Holding SA continued success in all its endeavors.



ACTIVITY

MARKETING CAMPAIGN ACTIVITY

After our lunch break, we kicked off the afternoon with an engaging activity. Throughout the week, we came to realize that promoting cannabis products presents a significant challenge, as society remains largely unaware of their medical benefits. Many people still associate cannabis with recreational use rather than recognizing its therapeutic potential. The objective of this activity was to target a specific audience and find effective ways to break the social stigma surrounding medical cannabis.



GUESTSPEAKER

PIERRE FRIEDRICH FROM ELVETIA SA



Our second guest speaker is a consultant and entrepreneur who launched a CBD business a few years ago. Although he has since moved on from that venture, he shared valuable insights and experiences from his time in the CBD industry.

He gave us a detailed overview of his business plan, explaining how he secured farmland for his plantation, arranged technical support, and managed the financial aspects of launching Elvetia. His first experience, however, was not very successful, as he started in the summer of 2021, a season marked by unfavorable weather conditions.



But he handled the situation remarkably well. By December 2021, he successfully harvested both of the fields he had acquired, yielding a total of 1.25 tons of cannabis. He sold most of the harvest in bulk. However, he decided not to continue the business the following year, as it proved to be quite challenging.



"His journey is truly inspiring, and Pierre Friedrich chose to focus not on the experience itself, but on the valuable lessons he learned from it. He shared nine key takeaways, four of which stood out as particularly compelling.

First, "Don't confuse a start-up opportunity with the pursuit of a personal dream". While ambition is essential, it's equally important to stay grounded in reality and remain aware of the risks involved.

Third, "Master growers are not businessmen." That's why teamwork is essential. The success of a business relies on combining different areas of expertise and assigning the right roles to the right people. Collaboration and complementarity are key.

Fifth, 'Know and admit when to pull the emergency brake.' It's crucial to rely on data and facts. When indicators start turning red, it's a sign to seek external support rather than pushing through blindly.

Second, "Cash is king." It's essential to manage and protect this asset through good cash control. As he explained, the cash conversion cycle is often long, so careful planning and close liquidity monitoring are key.

Fourth, "Optimism can be a risky business." While being positive and confident is valuable, excessive optimism can lead to a lack of critical thinking. Entrepreneurs must remain objective and continuously question their strategies to avoid costly mistakes.

Thank you, Pierre Friedrich, for sharing your valuable insights and experience with us. The lessons you provided were truly inspiring. We appreciate your time and contribution!