

Launch Plan

Step 1

Master the basics

- Understand the growing process
- Grow your first mushrooms
- Purchase growing equipment
- Understand environmental controls



Step 2

Prepare for market

- Brand your company
- Understand permitting
- Test sales channels
- Sell out capacity of growing space



Step 3

Scale the business

- Build out sales channels
- Secure financing
- Obtain land and equipment
- Grow, sell, clean, repeat

