

## CASE STUDY: MOTHER'S FYNEST

MJ Freeway's  
Onboarding Results in  
User-Friendly  
Experience for Medical  
Cannabis and  
Cultivation Company



## CLIENT OVERVIEW

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Founded in 2018, [Mother's Fynest](#) is an alternative medicine and cannabis cultivation company whose mission is to provide individuals with natural and holistic therapies. The company produces high quality marijuana flower at their farm in Glencoe, Oklahoma, and has another location in Chandler, Oklahoma.

## BUSINESS CHALLENGE

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Mother's Fynest needed a software solution that could help them understand their business analytics, streamline their grow operation, and evaluate how well their products were selling. They were looking for a solution with a user-friendly dashboard to present the right data for their needs so they could make performance-based, strategic decisions on what strains to grow.

## ABOUT MJ FREEWAY



MJ Freeway, a leading cloud-based seed to sale software platform provider, is part of the Akerna (NASDAQ: KERN) family of cannabis technology companies. MJ Freeway's software, MJ Platform, enables cannabis operators to manage, scale, and optimize more competitive operations across the entire legal cannabis supply chain – including cultivation, manufacturing, distribution, and retail. Operators utilizing MJ Platform have access to visual dashboards presenting their real-time data enabling them to make more informed decisions about running their business. With technology-automated compliance safeguards for track and trace throughout the entire supply chain, and access to a highly experienced consulting and support team at MJ Freeway, cannabis operators have the tools to maximize ROI today and plan for growth tomorrow.

[WWW.MJPLATFORM.COM](http://WWW.MJPLATFORM.COM)

## THE WINNING SOLUTION

Mother's Finest signed with [MJ Freeway](#) in 2020. The company first heard of MJ Freeway while attending a cannabis conference, and they decided that MJ Freeway was a good fit for their business needs. The implementation of [MJ Platform](#) simplified the company's processes and provided better insight into the current state of the business and how to scale their operation. MJ Platform gave the company insight into how they were growing, their best-selling products, and what strains they should grow based on performance. MJ Freeway provided Mother's Finest with the features required to make strategic decisions.

## ONBOARDING PROCESS

The company was impressed with MJ Freeway's customer service and onboarding process. Their onboarding specialist thoroughly explained the platform's robust features and walked through the training process step-by-step. They encouraged training participants to actively participate and click through the features to develop muscle memory on how the platform works.

After onboarding was complete, MJ Freeway's customer service team continued to check in and ensure the company had what they needed to strategically grow their business. Customer service also provided industry insights and advice that went beyond the platform and was always available to answer questions.

### CLIENT TESTIMONIALS

"With MJ Freeway, from day one, it was a partnership. The level of service and attention that I got from the onboarding process gave me the confidence that I could use their software. I tell others in the industry about MJ Freeway all the time – they have the experience and understand how the cannabis industry works."

– [Majdah Bin-Salamon, Principal](#)