

CBD Product Development : A Stage Gate Approach



Investigate

- Which cannabinoid composition is right for your project?
- Which product format is right for your project?
- Which consumer benefits and claims are you looking to deliver?
- What are your downstream considerations?

Notes

Develop

- Have you actually done your due diligence?
- Are you targeting consumer benefits or marketing benefits?
- What are your sensory and stability constraints?
- How fast do you want to go-to-market and what compromises will you accept to get there?
- Have you found the right lab partner?

Notes

Scale

- What predictive understanding of CBD content do you need to consider?
- What about food safety considerations?
- Are your third-party lab results consistent and accurate?

Notes

Implement

- How will you verify consistency at scale?
- How will you maintain organoleptics in your product?
- How will you label?

Notes

Launch

- Does scale-up production consistently meet specified design and quality attributes?
- Does the product meet consumer/retailer needs for distribution, validation, shelf life, and quality?
- Post-market surveillance for stability, safety, and quality: what are consumers telling us?

Notes