

Q&A with Nenad Yashruti, CEO of Root Sciences a Distributor of Distribute High End Manufacturing and Laboratory Purification and THC Distillation Equipment for the Hemp and Cannabis Industry



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Interview conducted by:
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CEOCFO: *Mr. Yashruti, what is the focus for Root Sciences today?*

Mr. Yashruti: Root Sciences was a spin off from another company we started in 2013. About a year ago, we were using a short path, whipped film, molecular separation apparatus to purify cannabis oil. We knew we had something that other industries were well aware of, however the cannabis industry, being in its embryonic stage, had not adopted that technology yet, but we knew it was coming. So we contacted the manufacturer and already looked

around at what type of competitive equipment was out there. We contacted the manufacturer in Germany and invited them to come out to Washington State to see our other business which is a tier three producer processor about a 30,000 square foot marijuana grow and laboratory. We showed them what we were using their equipment for and explained to them that we felt we could successfully distribute their equipment to our industry. Root Sciences is a distribution company set to distribute high end manufacturing and laboratory equipment for the cannabis industry. VTA is the manufacture of the equipment in German. They are the global leader in distillation equipment, both small lab sized as well as industrial sized equipment that is used for the petroleum, ag and pharmaceutical industries. When we brought them out here, they were impressed with the technology that we were using in all parts of cannabis and they awarded us an exclusive distribution contract in North America for two years, but in about six months, we had so much success and became very close with a manufacturer that they extended the contract for a decade long and make it global. We are now the global exclusive distributor for VTA and the cannabis industry when it comes to purification plants.

CEOCFO: *How do you gain attention in an industry that has so much going on, so many products, services and noise?*

Mr. Yashruti: This is one company that we knew we would gain some traction, but we did not really anticipate how quick and robust the growth would be. We started with a video of the equipment on YouTube and Instagram and that video went viral as soon as we posted it. I think in the first day, we had ten thousand views and that was about a year ago. I think the video has been reshared and viewed over three million times now. These are people that are actively watching the video and not clicking through it. As soon as that started, we went to trade shows and had more online exposure, magazine articles and features written about us, so we were pretty smart marketing the company.

CEOCFO: *What is it about your products that set them apart?*

Mr. Yashruti: The VTA system that we sell comes in different sizes. Basically it will take a crude oil, 60% total cannabinoid or THC potency and purify it up to 99% total cannabinoids. This rapidly puts the cannabis oil in its final stage.