



NBJ Summit 2023



Uncharted Waters: The
Importance of Agility in an
Age of Uncertainty



Audience Polling Results – Wednesday, July 26 2023



☰ What does a slowdown in M&A activity mean for the industry?

👤 46

It's just a pause and the deals will come back more or less as they had been in 2021 and earlier

52.17%

Investors have lost interest because brands could not maintain the sales growth seen during the pandemic

0%

We should expect a new era of higher diligence and more reserved valuations

47.82%

Allowed selections: 1



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Audience Engagement

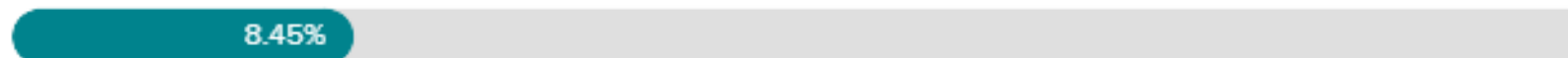
☰ When will investment activity recover to 2021 levels?

😊 71

Q3 2023



Q4 2023



Q1 2024



Q2 2024



2025



Allowed selections: 1



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Audience Engagement

☰ What strategies do you use to maintain a sense of connection and camaraderie with remote colleagues?

👤 74

Virtual team-building activities and social events

6.75%

Regular one-on-one video catch ups with team members

45.94%

Creating online spaces for informal conversations and updates

6.75%


All of the above

40.54%

Allowed selections: 1



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Audience Engagement

 What Digital communication etiquette is essential for effective collaboration in a hybrid work set up?

 77

Setting clear expectations for response times and availability

 5.19%


Using concise and respectful language in written communications

 5.19%

Scheduling virtual meetings with clear agendas and objectives

 10.38%

All of the above

 79.22%

Allowed selections: 1



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If you had money to invest right now, would you put it into



33

A promising startup with new innovative technology

60.6%

A legacy brand with an established brick-and-mortar presence

15.15%

A contract manufacturer

9.09%

An indexed mutual fund

12.12%

Your mattress

3.03%

Allowed selections: 1



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Audience Engagement

☰ What types of natural products and supplement brands are currently attracting the most investment?

👤 32

Brands offering plant-based and organic formulations

15.62%

Companies with a strong focus on research and development

43.75%

Brands targeting niche and specialized health segments

9.37%

All of the above

31.25%

Allowed selections: 1

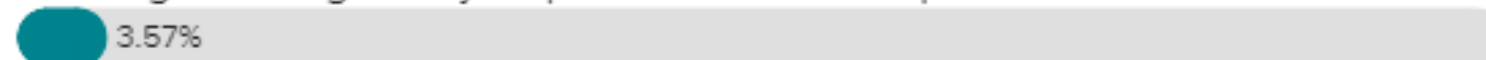


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Audience Engagement

☰ What challenges do natural products and supplement brands face when seeking investment opportunities?

👤 28

Meeting strict regulatory requirements and compliance standards



Differentiating themselves in a highly competitive market



Navigating complex supply chains for raw materials



All of the above



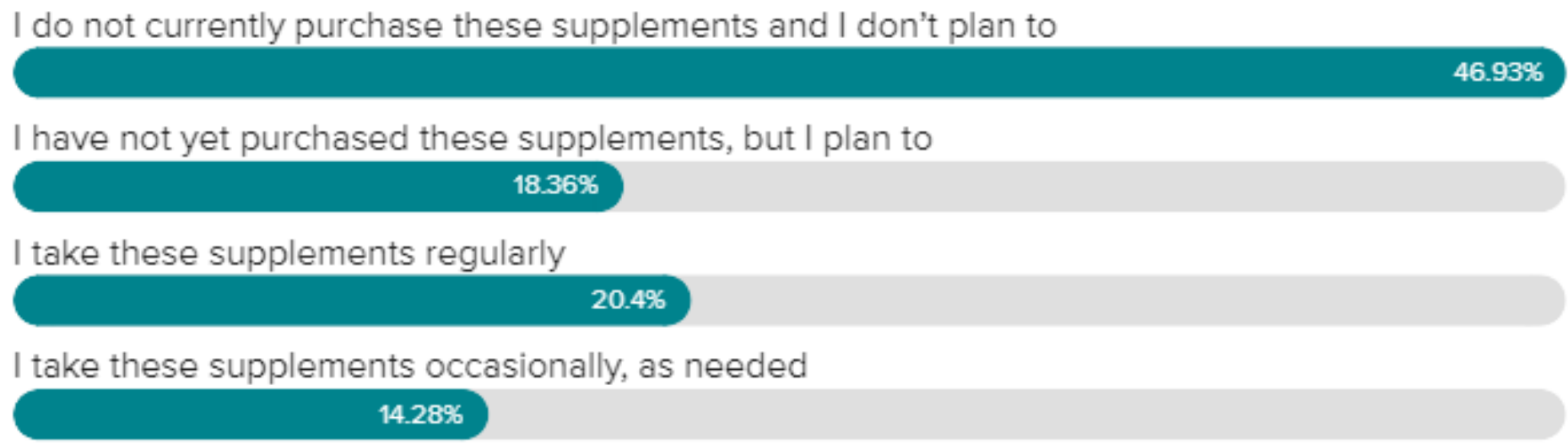
Allowed selections: 1



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Audience Engagement

☰ If you use functional mushroom products, how do you use them?

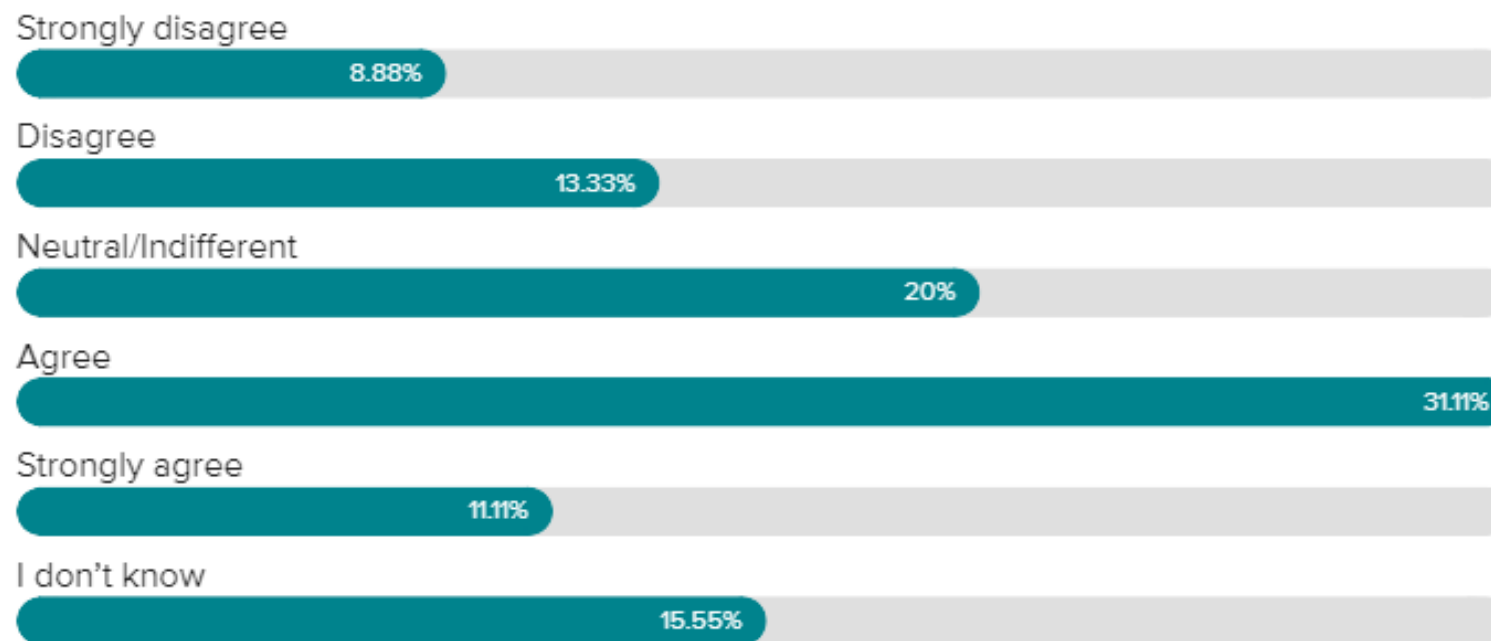
👤 49




Allowed selections: 1


☰ Is there enough scientific evidence to support the benefits associated with functional mushroom supplements?

👤 45



Allowed selections: 1

 Which functional mushroom is most popular among consumers for supplement use?

 30



1. Reishi for stress relief and relaxation

10%

2. Lion's Mane for cognitive function and memory

80%

3. Chaga for antioxidant properties

3.33%

4. Cordyceps for energy and endurance

6.66%

Allowed selections: 1

☰ Do you think most use of psychedelic mushrooms today is ____

👤 30

Recreational

46.66%

Psychiatric therapy at full dose

10%

Microdosing for psychiatric/cognitive benefits

43.33%

Allowed selections: 1



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Audience Engagement

☰ Do you believe that medicinal mushrooms (e.g., psilocybin/psychedelic mushrooms) should be legal

👤 34

I believe they should be illegal under all circumstances

2.94%

I believe they should be legal for medical purposes

14.7%

I believe they should be legal for psychiatric treatment in medical settings

23.52%

I believe they should be legal for recreational use by adults

50%

I don't know

8.82%

Allowed selections: 1

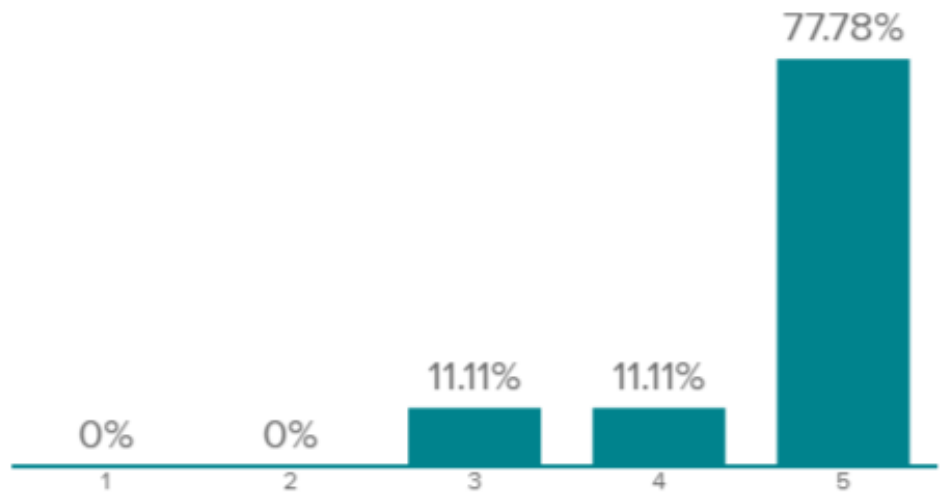


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★ How interested are you in learning more about (the health benefits of) medicinal mushrooms (e.g. psilocybin/psychedelic mushrooms)? 1-not at all interested to 5-extremely interested

18

Average response:
★★★★★



☰ How do you think medicinal mushrooms are being used today?

👤 1

I don't know

0%

For PTSD/Trauma therapy

0%

For spiritual or recreational purposes

0%

Recreational micro-dosing (.1-1g mental health benefit of the drug without the hallucinogenic high)

0%

Recreational full dosing (1-3g eliciting psychoactive effects)

100%

For addiction therapy

0%

For other therapeutic use

0%

Allowed selections: 1



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