



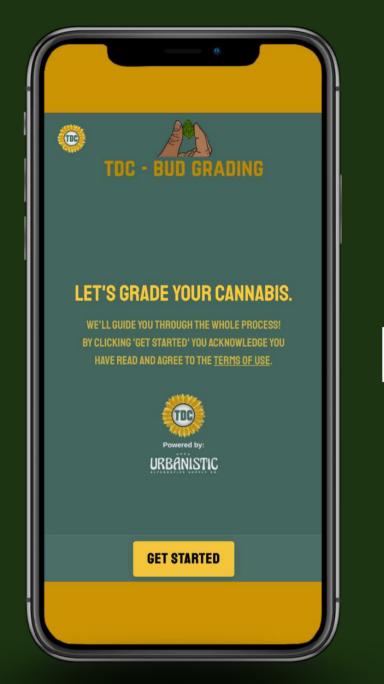


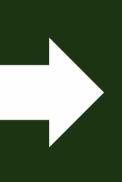
## THE TDC GRADING SYSTEM

- DIGITAL FIRST
- RESEARCH-BASED
- APPLICABLE DATA POINTS
- EFFECTS PREDICTION ENGINE
- \*\*\* STANDARDIZED EVALUATIONS
- FULLY GUIDED & ILLUSTRATED
- EDUCATIONAL & EASY TO USE
- OPTIMIZED FOR CONTENT CREATION
- THIRD-PARTY QUALITY ASSURANCE



## A GUIDED THREE-STEP EVALUATION PROCESS.











Powered by:





## USE CASES OF THE GRADING SYSTEM



### Producers

QA

Standardized testing process & valuable product data.

Sampling

Educational process & streamlined product feedack.

Sales & Marketing

Heightened product awareness and relevant marketing assets.

### Retailers

QA

Standardized testing process & valuable product data.

Sampling

Educational process & streamlined product feedack.

Sales & Marketing

Heightened product awareness and relevant marketing assets.

### Consumers

QA

Standardized testing process & valuable product data.

Sampling



Educational process & streamlined product feedack.

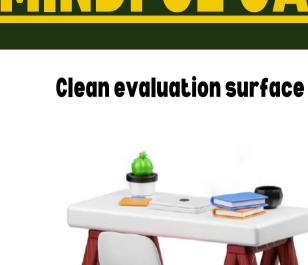
Product awareness



Heightened product awareness and mindful consumption.



## MINDFUL CANNABIS EVALUATION STARTER PACK



Phone/computer to access TDC grading system



Digital microscope



"Billy is thrilled for this first day with the TDC Grading System."

TDC

Lighter for bud size reference (and to light your joint later)



Clean grinder



Unbleached rolling paper





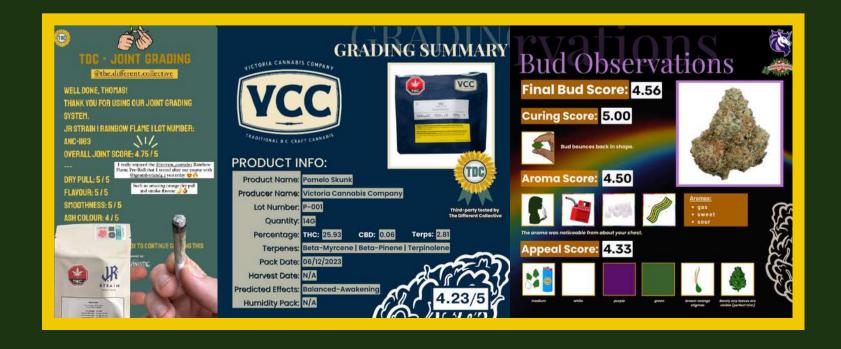
## USING THE TDC GRADING SYSTEM

Access the grading system through our <u>Website</u> or your private store hub.

After completing the bud or joint grading, continue your grading process through the link in your email.

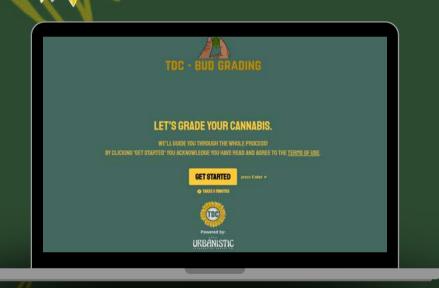
Share your grading results with your co-workers or on Social Media and use the data for your own graphics.







## ACCESS TO FREE TDC CANNABIS GRADING SYSTEM







## "THE NEW STANDARD."

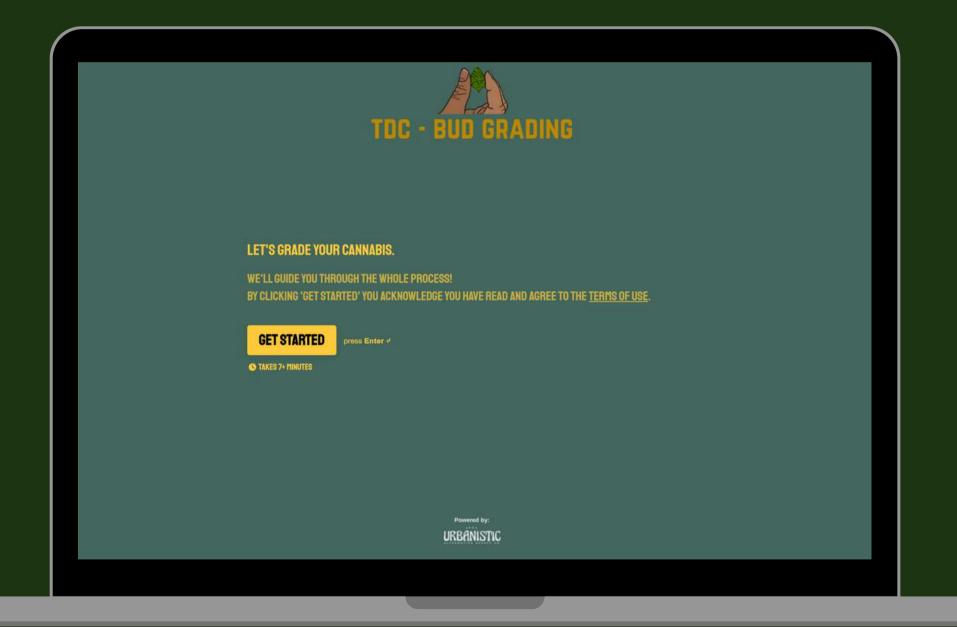
DIGITAL FIRST RESEARCH-BASED APPLICABLE DATA POINTS EFFECTS PREDICTION ENGINE STANDARDIZED EVALUATIONS EDUCATIONAL & EASY TO USE FULLY GUIDED & ILLUSTRATED OPTIMIZED FOR CONTENT CREATION THIRD-PARTY QUALITY ASSURANCE

More info: urbanistic.ca/pages/tdc-grading-system





# SYSTEM #1 BUD GRADING





## 

## PRODUCT PACKAGING

**Evaluation focus:** The correlation between the packaging type and grading data.

### **Ziplock pouch**

**Bud damage: High** 

**Trichome damage: High** 

**Environmental footprint: Bad** 

### Plastic Jar

**Bud damage: Low** 

Trichome damage: Medium Environmental footprint: Bad

### **Metal can**

**Bud damage: Low** 

**Trichome damage: Low** 

**Environmental footprint: Good** 

### Ziplock pouch + nitrogen

**Bud damage: Medium** 

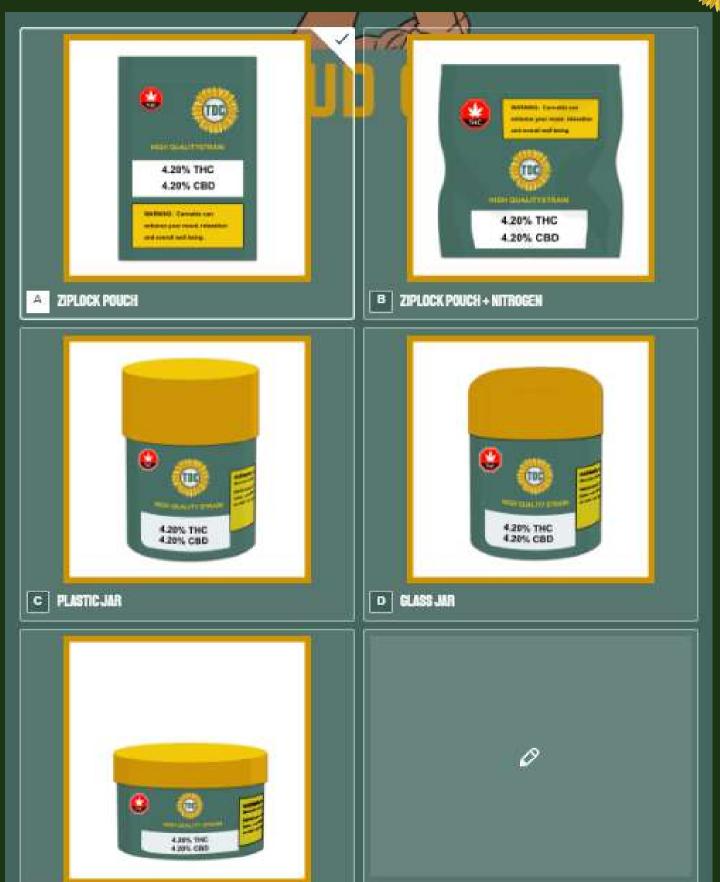
**Trichome damage: Medium Environmental footprint: Bad** 

### <u>Glass jar</u>

**Bud damage: Low** 

**Trichome damage: Low** 

**Environmental footprint: Medium** 



F OTHER

E METAL CAN

### **AROMA INTENSITY**

**Evaluation focus:** The Concentration of aromatic phytochemicals in the product.

Mindful focus: Sense of smell | Perception of aroma intensity

#### Mindful evaluation:

Product is still unopened

- 1. Put your phone away and settle in and let yourself feel calm and grounded.
- 2. Take a moment to appreciate the product in front of you and set the intention to be mindful and relaxed as you move through the grading process.
- 3. Place the product about a forearm's length on the surface in front of you.
- 4. Make sure your spine is nice and straight and open the product.
- 5. Close your eyes and take a gentle, slow inhale through your nose while counting to 5 and paying attention to any distinct fragrance filling your nostrils. Exhale.
  - If you noticed the distinct aroma of the cannabis from this distance, return to the grading system and select option E (The aroma was noticeable from a distance, filling the room).
- 6. If you didn't notice a distinct smell travel from the product to you, repeat steps 4-5 while adjusting the distance of the product to (D) about your chest height | (C) about under your neck (B) about under your chin | (A) directly under your nose.













## TIP

### **AROMA COMPLEXITY**

**Evaluation focus:** The variety of present phytochemicals and undesirables.

**Mindful focus:** Sense of smell | Perception of aroma complexity

#### Mindful evaluation:

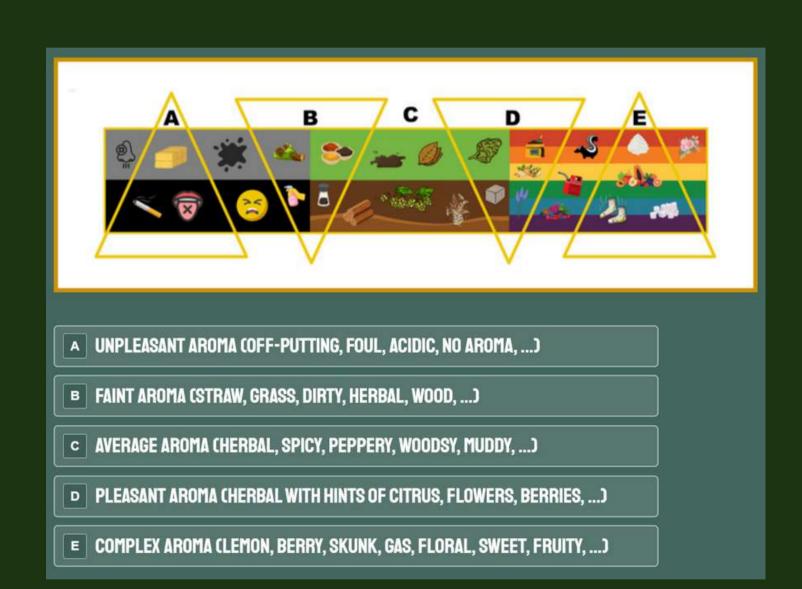
Buds are still in the packaging

- 1. While still feeling calm and grounded, bring the product right up to your nose now and smell it.
- 2. Be fully present with the aroma you notice and see if you can notice any physical reaction inside your body. (For example, very pleasant smells may put a smile on your face or make you feel more relaxed and at ease, while unpleasant aromas like bud rot can tense your facial muscles and evoke a stinging sensation around your chest)
- 3. While immersed in the aromas you notice, consider the complexity of the smells you perceive and select the most accurate option from the drop-down menu.

Cannabis aromatics are similar to the aromatics of flowers during their varying stages of degradation, meaning that a dried-out or faulty product will smell like barely anything, just straw, chemicals or dirt (A).

On the other hand, older flowers may still hold some herbalness, woodiness or light sweetness (C).

And fully fresh flowers will release a bouquet of complex phytochemicals like fresh lilac or roses. Because of the various different compounds in cannabis, like Thiols, Esters and Terpenes, the aromas of cannabis offer even more variety than regular flowers and can evoke smells of dough, cream, gas or even cat-piss, sweaty socks and skunks (E).



### **AROMA IDENTIFICATION**

Evaluation focus: The identification of various aromas created by the bouquet of phytochemicals or undesirsables.

Mindful focus: Sense of smell | Perception of distinct aroma variety

#### Mindful evaluation:

Buds are still in the packaging

- 1. After assessing the aroma complexity, now smell the product closely and turn more deeply into the <u>specific</u> <u>aromas</u> that make up the overall bouquet of the buds in front of you.
- 2. Close your eyes while gently smelling the products and see if you notice up to 3 distinct aromas.
- 3. You can use the aroma complexity graphic as a reference to help you assess the different fragrances accurately.

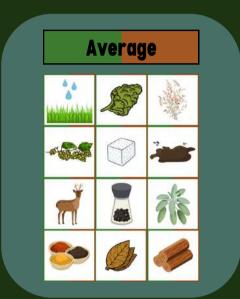
To do so, we classified the different aromas into unpleasant, average and complex fragrance categories.

Unpleasant aromas usually appear in the (A) & (B) complexity options and refer to the smells of dried-out or faulty products, including the scents of straw, foulness, salty, chemicals, no aroma at all and so on.

Average aromas are usually in the (B), (C) and (D) complexity categories and refer to the more "natural" fragrances of certain products that lack adequate monoterpene, ester or thiol content but still release some sesquiterpene scents like spice, pepper, hops, musk, light sweetness and so on.

Lastly, complex aromas are usually associated with the (D) and (E) complexity options and include the complex fragrances of high concentrations of various phytochemicals, creating unique scents ranging from pine, earth and flowers to gasoline, soap, tropical fruits and so on.







## BUD PICTURE INSTRUCTIONS







Using the <u>same lighter</u> will provide a sizing reference for the buds.

Lighting

Use lighting to improve the quality of the image.

You can utilize <u>sunlight or a photography light</u>. keep a <u>balanced light spectrum</u> to prevent influencing the color of the buds.

Background

Use a background that contrasts well with the buds. (preferably white)

Camera angle

Select an angle that gives an <u>even view</u> of the bud. Be careful <u>not to cast a shadow</u> with your arm or camera.

Framing

Select the square 1:1 format.

Focus

Make sure the image subjects (buds and lighter) are in focus.



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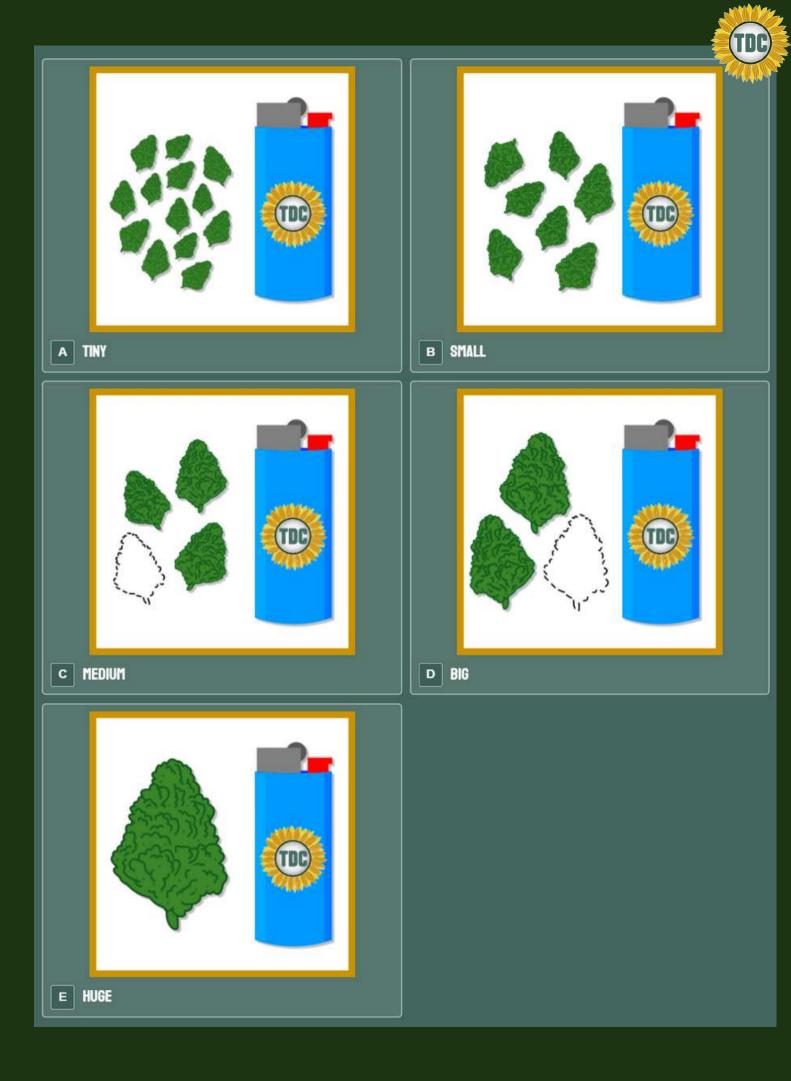
## **BUD SIZE**

**Evaluation focus:** The artistic manufacturing, care and size of the buds.

Mindful focus: Sight | Observing the size of the buds

#### **Mindful evaluation:**

- 1. Now that the aroma is assessed, take a moment to appreciate the time that you took to fully immerse yourself in the incredible scents the cannabis plant can produce.
- 2. Invite a mini smile onto your face.
- 3. Next, take the product packaging and empty the buds onto the surface in front of you.
- 4. Arrange the buds in a pile with some space in between the individual buds, similar to the pictures on the right.
- 5. Grab a standard BIC or Clipper lighter and place it next to the buds.
- 6. Now, observe the arrangement and the bud-to-lighter ratio you see in front of you.
- 7. Look at the different bud size options in the TDC Grading System (see right) and choose the most suitable choice by comparing what's in front of you to the illustrations of the grading system.



## <u>BUD STRUCTURE</u>

**Evaluation focus:** The potential genetics and effects.

Mindful focus: Sight | Observing the shape of the buds

#### **Mindful evaluation:**

- 1. With the buds still lying on the surface in front of you, change your focus now from observing the size of the buds to evaluating the structure of the buds.
- 2. The bud structure can range from fully round (A) to fully elongated buds (E) and is an important factor to evaluate, as the shape of the buds can give us a hint about the potential effects of the cannabis in front of us.

The more round the buds, the more likely they are to produce sedative effects.

On the contrary, the more elongated the buds, the more likely they are to evoke stimulating effects.

3. Observe the shape of all the buds before you and select the most suitable option in the grading system.



## TIP

## **BUD COLOUR COMPLEXITY**

**Evaluation focus:** The health of the buds.

Mindful focus: Sight | Observing the colour range of the buds' flowers and trim leaves.

#### Mindful evaluation:

- 1. With the buds still lying in front of you, grab one bud after the other and focus now on grading the colours and the vibrancy of the buds.
- 2. When you evaluate the colours, unhealthy buds (A) will be easy to assess by their dark, brown, pale or amber colours. Vibrant buds (E) will also be more straightforward to determine as their vibrant colours will shine at you from a distance.

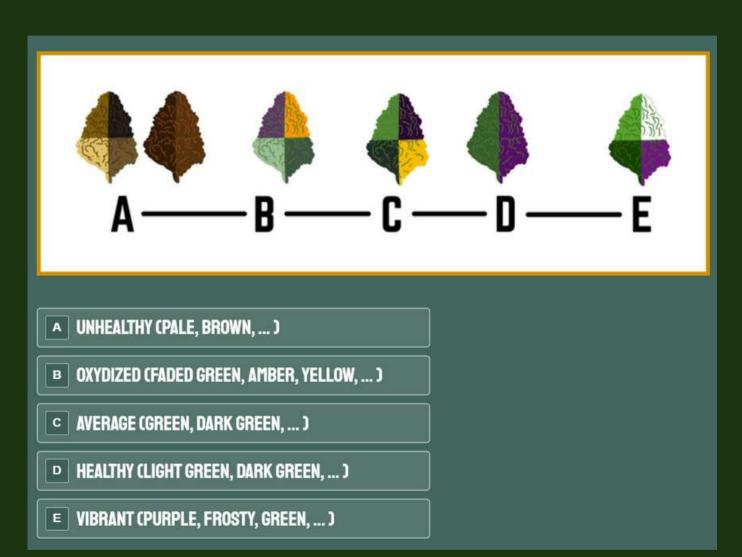
Consequently, if the buds aren't dark/brown-coloured or pop right out through their vibrant colours, you're either observing oxidized (B), average (C) or healthy (D) buds in front of you.

The oxidized buds (B) show very faded or golden-yellow discolourations that are rather whiteish than dark or brownish due to overexposure to oxygen or light.

The average buds (C), on the other hand, appear more basic (dark/light) green as they're neither discoloured nor overly vibrant.

Lastly, the healthy buds (D) show some more vibrant and lighter colours but still don't have as popping colours as the vibrant ones that shine right at you.

3. Select the most accurate option from the dropdown (see right) based on the bud colours you can observe in front of you.



## **BUD COLOUR IDENTIFICATION**

**Evaluation focus:** The actual colours of the buds' flowers and trim leaves

**Mindful focus:** Sight | Observing the actual colours on the buds

#### Mindful evaluation:

- 1. Next, with the buds still lying in front of you, let yourself feel grounded and focused and take the buds into your hands to bring them closer to your eyes so that you can pay close attention to their dominant colours.
- 2. Similar to the aroma complexity and picking the actual aromas, the previous question (bud colour complexity) will support you here in accurately selecting up to 3 dominant colours you see.
- 3. If you selected (A) in the previous bud complexity question, the colours you'd pick would then be ranging more around the top (black to amber) of the colour spectrum on the right.

If you selected (B) in the bud colour complexity, the colours you'd choose would range between the amber and faded colours.

If your previous selection were (C), the colours would then range from a few faded tones to regular tones of (dark/light green).

Lastly, if you selected the healthy bud complexity option (D), you'd likely pick a mix of regular green tones as well as some more vibrant colour options, and if the buds were fully vibrant (E), you'd mostly select the vibrant colour options.



### STIGMA EXPRESSION

**Evaluation focus:** The potential genetics and effects.

**Mindful focus:** Sight | Observing the amount and length of stigmas on the buds

#### Mindful evaluation:

- 1. Now direct your focus away from the cluster of flowers and trim leaves to the stigmas (the hairs) that are protruding from the flowers.
- 2. To do so, grab one bud after the other and observe the density and length of their stigmas closely.
- 3. If the buds are fully covered in highly visible, long stigmas (E) that you can even notice from a distance, you are likely looking at a very stimulating/energizing cultivar.

On the other hand, if you have to bring the buds close to your eyes and can see barely any stigmas because they're so few and short (B), you're likely looking at a very sedative bud.

When you can see the stigmas but they're still pretty short (B), you're likely looking at a more relaxing bud.

In contrast, if the stigmas don't fully cover the buds but are visible and long (D), you're likely looking at a more uplifting cultivar and if they're visible but not too long (C), you're likely looking at a bud that will provide more balanced effects.



## STIGMA COLOUR

**Evaluation focus:** The age and harvest time of the buds.

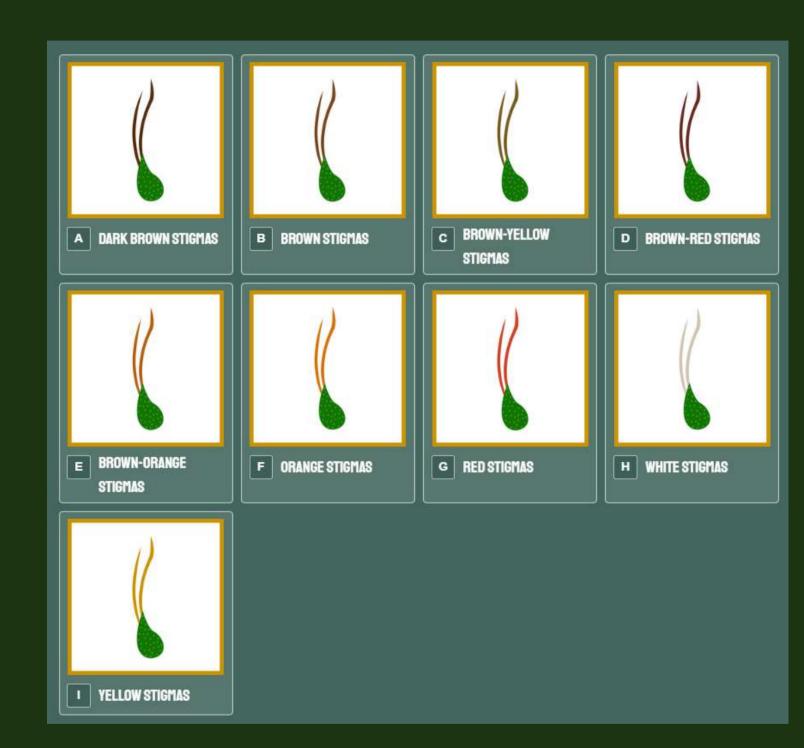
**Mindful focus:** Sight | Observing the colours of the buds' stigmas

#### Mindful evaluation:

- 1. Next, direct your attention to the colours of the stigmas.
- 2. The stigma colours can range between dark brown, orange, yellow and white, to different mixed tones of those colours.

Usually, darker stigma colours (dark brown, brown) can give us a hint that the buds were harvested late or are already a bit old, while lighter colours like white or yellow stigmas mean that the buds were likely harvested too early and fully orange or red stigmas could indicate the peak maturity of the buds.

3. To assess the stigma colours, grab one bud after the other, observe the stigma colours thoroughly and then select the most suitable option from the menu (see right).



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## <u>TRIM JOB</u>

**Evaluation focus:** The amount of unnecessary chlorophyll and weight.

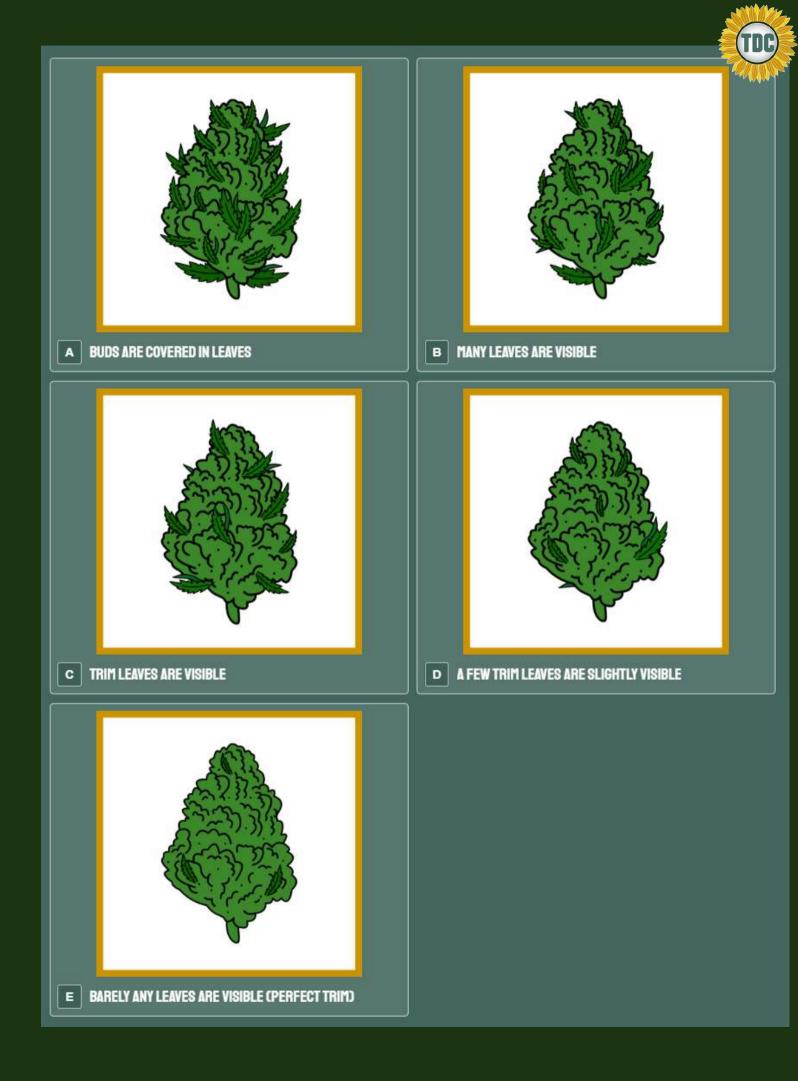
Mindful focus: Sight | Observing the visibility of trim leaves on the buds

#### Mindful evaluation:

- 1. Now, move your attention from the stigmas on the buds to the trim leaves surrounding the cluster of little flowers.
- 2. If you can notice the trim leaves already from afar, the buds are likely either covered in leaves (A) or have many visible trim leaves (B).

If you can't notice the trim leaves from a distance, bring the buds closer to your eyes again and and see if they're visible now (C), only slightly visible (D) or if you can barely see any trim leaves at all (E).

- 3. Observe each bud individually, and once you're done, select the most suitable option from the menu based on the <u>average</u> of your observations (see right).
- We evaluate the trim because most glandular trichomes are on the cannabis flowers and not the trim leaves. Therefore, the trim only adds chlorophyll and weight to the buds.





## **EXCESSIVE STEMS**

**Evaluation focus:** The amount of unnecessary weight and plant material.

Mindful focus: Sight | Observing the stems on the buds

#### **Mindful evaluation:**

- 1. Grab each bud individually and look at their base.
- 2. If you see a long stem or multiple stems protruding from all the buds select (B).
- 3. If you see barely any stems, select (A).



### TRICHOME VISIBILITY

**Evaluation focus:** The potential amount of present phytochemicals.

Mindful focus: Sight | Observing the visibility of the buds' trichomes.

#### Mindful evaluation:

- 1. We've now arrived at evaluating the most important parts of the entire cannabis plant. The Trichomes!
- 2. To evaluate the trichome visibility, start by holding the bud about a forearm's length away from your eyes and pay attention to the amount of trichomes (frostiness) of the buds.

If you can notice the trichomes already from a distance, the trichomes are either visible (C), easily visible (D), or highly visible (E).

Now, bring the buds closer to your eyes.

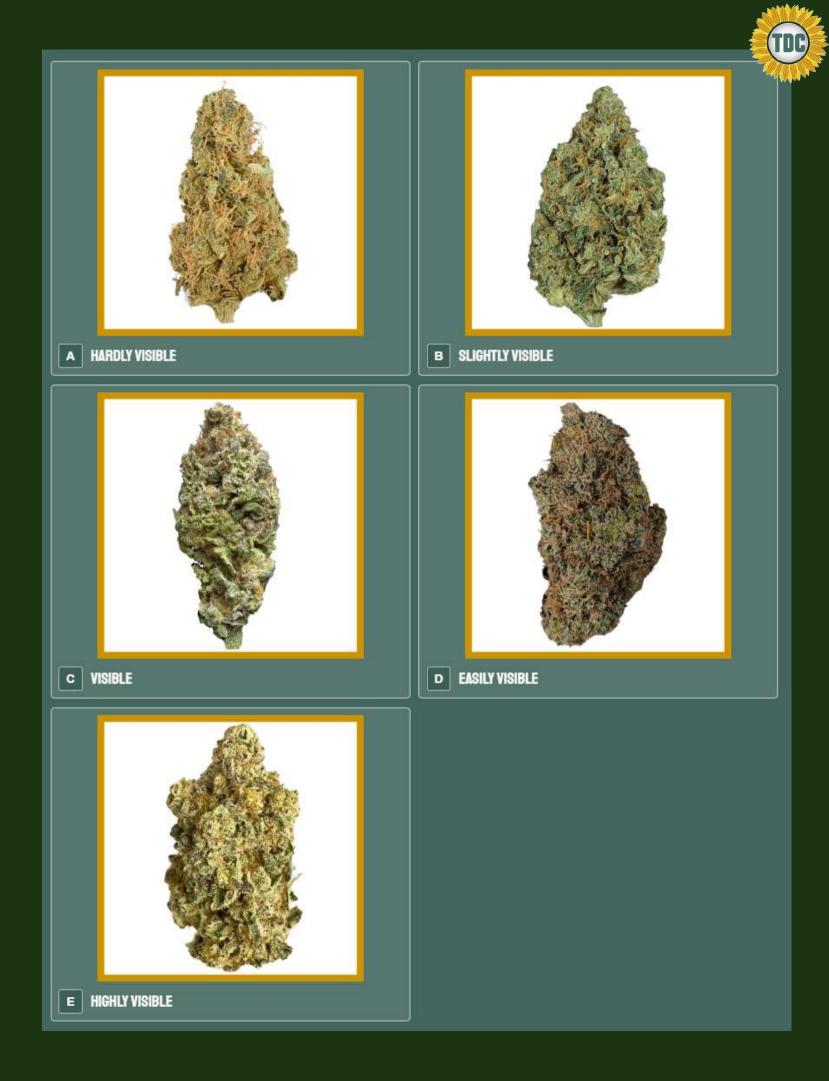
If you still hardly see any trichomes from up close, select option (A) from the menu. When they're slightly visible from here, select the choice (B).

If they're visible, select option (C) and if you notice the trichomes easily, choose option (D). Lastly, if the buds are fully covered in trichomes and look white or golden frosty, select the option (E) - highly visible trichomes.

#### Tipp:

Next up, we'll evaluate the trichome development.

If the trichomes on the buds sparkled at you during the visibility grading, you can already assume that the trichomes will be properly developed.



## MICROSCOPE EVALUATION GUIDELINES

- 1. Next up in our trichome evaluation, we're going to use a digital microscope to evaluate the <u>outer (OS)</u> and <u>inner (IS)</u> surfaces of our cannabis buds.
- 2. To do this properly, you have to set the zoom of your microscope to the lowest magnification setting. We do this to observe as many trichomes as possible and then grade the average of our observations rather than looking at a few highly magnified trichomes on a single bud.
- 3. Once you have your microscope at the lowest magnification setting, you can start with observing the outer surface of your buds before breaking them open to investigate their insides.

We grade the <u>outside</u> and the <u>inside</u> of the buds for two reasons:

- 1. To analyze the impact of the product packaging & handling on the integrity of the trichomes.
- 2. To analyze possible undesirables like bud rot that could potentially be hidden inside the buds.
- 4. **Microscopy Tips:** 
  - Scope all your buds!
  - guse the wheels at the back of your desktop microscopes and the silver wheel on your hand-held scope to adjust the magnification to the lowest setting.
  - Use two hands:

    When using the desktop microscope, keep one hand on the bud or the scope card to move the bud around and keep the other hand on the focus ring above the lens to adjust the focus while you're moving the bud under the microscope.

When using the digital hand-held microscope, use one hand to hold the bud steadily and the other hand to move and adjust the focus of the microscope.

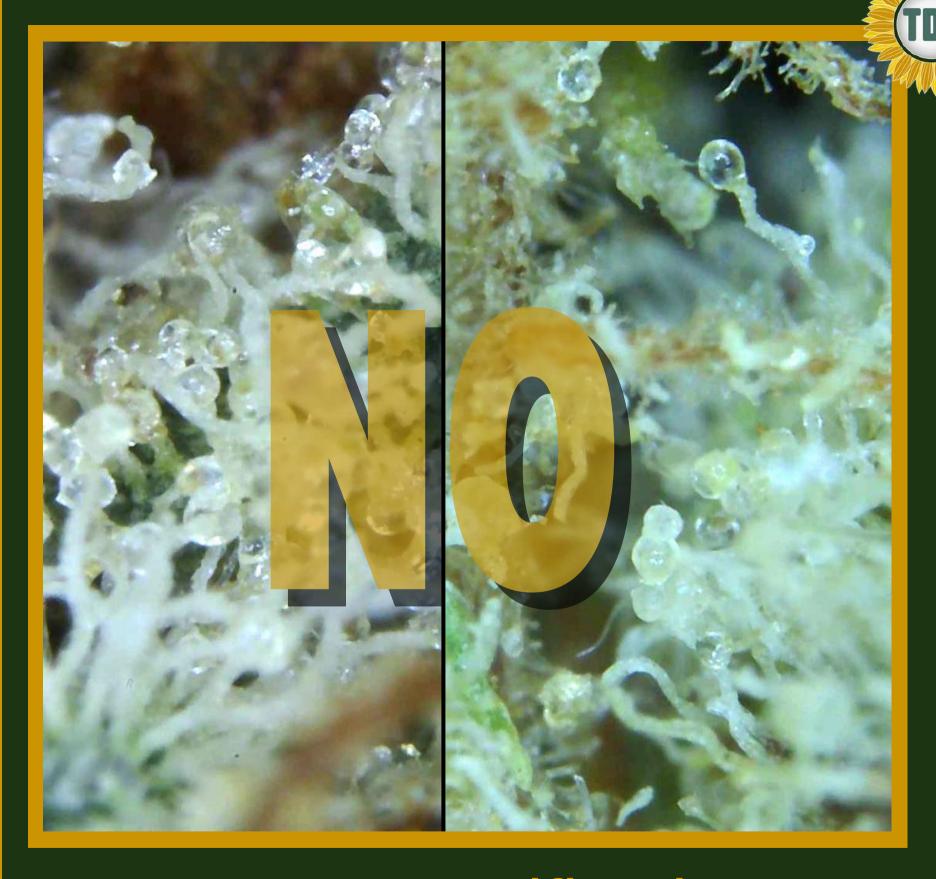








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## Strong magnification

Shows a few trichomes on the bud.

## Evaluation magnification

Show as many trichomes on the bud as possible.

## TIP

## TRICHOME COLOUR RANGE (OS & IS)

**Evaluation focus:** The ripeness of <u>trichome heads</u> and phytochemicals.

Mindful focus: Microscope sight | Observing the dominant colours of the <u>trichome heads</u>.

#### Mindful evaluation:

Same grading process for outside and inside evaluation. Ensure to save one bud for the last grading aspects.

1. Place one bud after the other under the microscope and move each of them around while properly adjusting the focus and paying close attention to the colour of the <u>trichome heads</u>.

For inside observation, break a few pieces of the different buds off and then place the pieces with the inner surface facing the lens under the microscope.

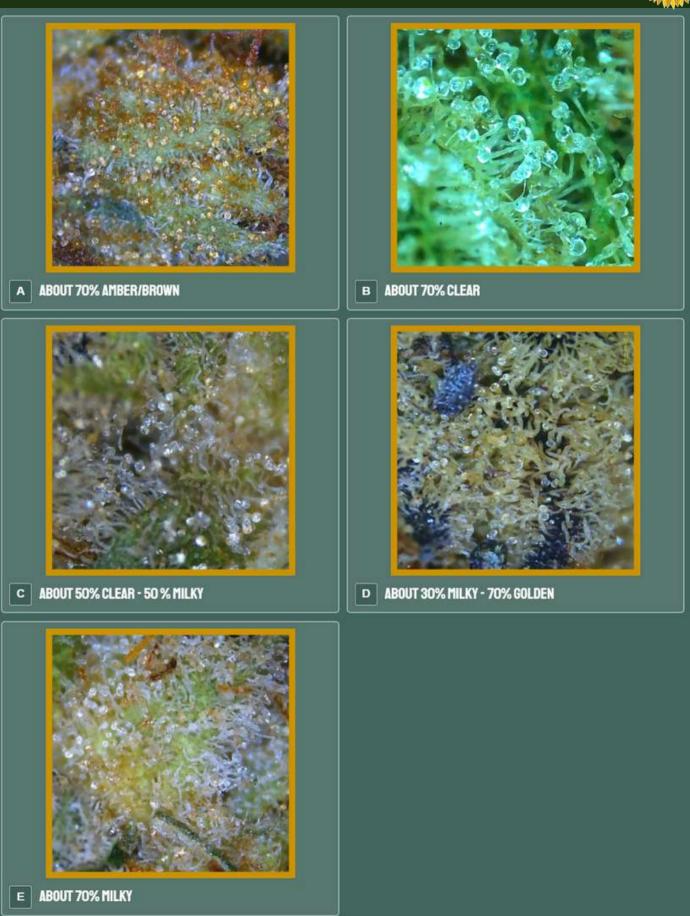
2. While observing the trichomes under the microscope, try to notice a distinct hue of your microscope display screen. For example, the trichomes of some extremely old or faulty buds will make the microscope display immediately look brown, dark amber or even red-ish (A).

On the other hand, expertly grown, fully mature buds make the screen appear fully white (E).

If the trichomes are a bit overripe, their colours will be mostly golden (D) and if they're a bit premature they're about 50% white and about 50% milky/white (C).

Lastly, if you observe the colour of the trichome heads thoroughly and notice that the majority of them appear clear, you're likely looking at a premature bud (B).

3. Once you observed all of the buds, select the most suitable option from the menu (right) based on the <u>average</u> of your observations.



## TRICHOME HEAD DEVELOPMENT (OS & IS)

Evaluation focus: The size & condition of trichome heads' storage cavities and their correlating amount of phytochemicals.

Mindful focus: Microscope sight | Observing the size/radius of the trichome heads.

#### **Mindful evaluation:**

Same grading process for outside and inside evaluation. Ensure to save one bud for the last grading aspects.

- 1. Continue to observe each bud under the microscope but change your focus now from observing the colour of the trichome heads to grade the heads' size/radius and intactness.
- 2. For reference, we can compare the trichome development to the development of grapes.

Generally speaking, when you buy grapes, you'd hope for big juicy grapes on the shoots rather than buying grape-less shoots or dried-out raisins.

3. Therefore, if you only see trichome stems and barely any trichome heads on the buds (A), the product will likely lack in phytochemicals and flavour.

However, other buds may show some trichomes with a few tiny (raisin-like) trichome heads (B) while even other ones may have a couple of heads on them but lack in size and robustness (C).

On the other hand, if the genetics and the growing methods where properly dialed in, you can also find buds with a few robust trichome heads (D) or fully juicy, robust trichomes that sparkle back at you from a distance and pop out at your microscope screen (E).

4. Once you observed all of the buds, select the most suitable option from the menu (right) based on the <u>average</u> of your observations.



## <u>UNDESIRABLES (IF APPLICABLE)</u>

**Evaluation focus:** The presence of harmful and degrading undesirables.

Mindful focus: Microscope sight | Observing the presence of undesirables.

#### Mindful evaluation:

- 1. During your microscopy observation of the trichome heads, it's possible that you encounter various of the undesirables listed on the right.
- 2. After the trichome grading, the grading system will ask you if you've spotted any undesirables in your buds and opens up the list on the right if you click 'yes' in the survey.
- 3. Select the undesirables you've found from the list and upload a proper photo of the undesirables on your microscope screen in the next steps.

Here are some general tips on how to identify certain undesirables:

Bud rot: Buds show brown, dark amber or reddish trichomes surrounded by a white fuzz on the inside.

Powdery mildew: Buds show spots of white powder on the plant material.

Jar rot: Buds show white web-like strings around the plant material and trichomes.

Insects: Buds show various edgy shapes and entire bodies of insects.

Exoskeleton: Buds show white, edgy shapes that often have the form of an insect.

<u>Seeds:</u> Buds show fully matured, brown/spotted seeds or enlarged ovules surrounded by the white calyx membrane.

**Anthers:** Buds show banana-like looking protruding formations.

Fabric/Hair: Buds show a string or hair of various colours.





## TRICHOME IMAGE INSTRUCTIONS

### Two ways to take scope pictures

- With the scope  $\rightarrow$  sd card
- With your computer → webcam program

### **Instructions:**



### **Image**

Find the best spot on your buds that shows the average quality of your observations.



### Focus

- 1. Adjust the focus to see as many sharp trichomes as possible.
- 2. Hold the lens still when clicking the photo button on your scope.

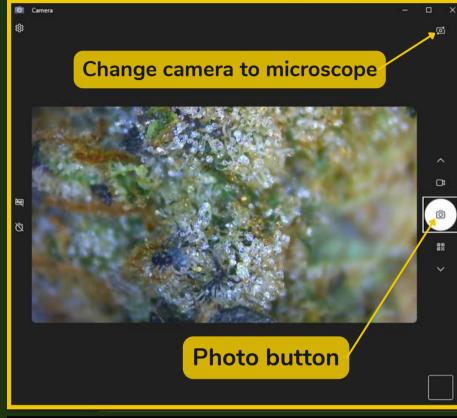


### Taking the pictures

- Press the photo button on your microscope.
- Click the photo button on your webcam program.

  (Alternatively: adjust the focus ever so slightly and take multiple pictures for photo stacking)





**USING THE MICROSCOPE** 

**USING YOUR WEBCAM PROGRAM** 



**INADEQUATE FOCUS** 



PROPER FOCUS

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### **DENSITY**

**Evaluation focus:** The potential genetics and effects.

Mindful focus: Touch | The density/robustness or openness of the buds

#### Mindful evaluation:

- 1. Turn off your microscope and grab one bud after the other.
- 2. While holding the bud in your hands, squeeze and pull on them gently while focusing on the resistance of the buds.
- 3. If the buds feel extremely dense (A), almost like a rock, and don't open up at all while pulling gently on them, you're likely looking at a sedative variety.

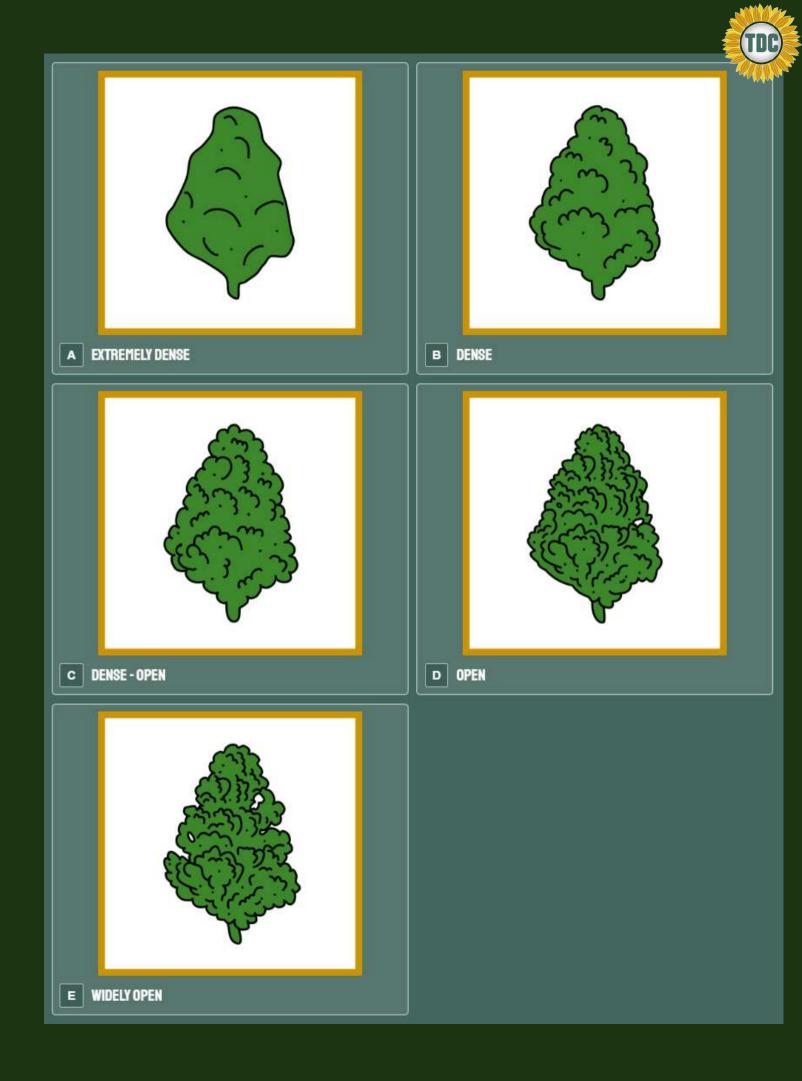
On the other hand, if they have a lot of spacing between their structures of flowers and trim and can be easily pulled apart (E) you're having a very stimulating/energizing bud in front of you.

If they feel dense (B) but aren't fully firm like a rock, the cultivar will likely be more relaxing.

If the buds are neither dense nor open (C) and can be pulled a bit apart, they'll likely produce more balanced effects.

And lastly, if the buds show a bit of open spacing between their structures of flowers and trim and can be pulled apart (D), you're observing a mildly stimulating/awaking cultivar.

4. Once you observed all of the buds, select the most suitable option from the menu (right) based on the <u>average</u> of your observations.



## MOISTURE CONTENT

**Evaluation focus:** The adequate moisture content of the buds.

**Mindful focus:** Sight & Touch | The reaction of the buds to squeezing them firmly.

#### **Mindful evaluation:**

- 1. Grab one bud after the other and give them a firm squeeze while focusing on how the buds react to the squeeze test.
- 2. If the buds explode or crumble into tiny pieces (A), it means that they're entirely dried out.

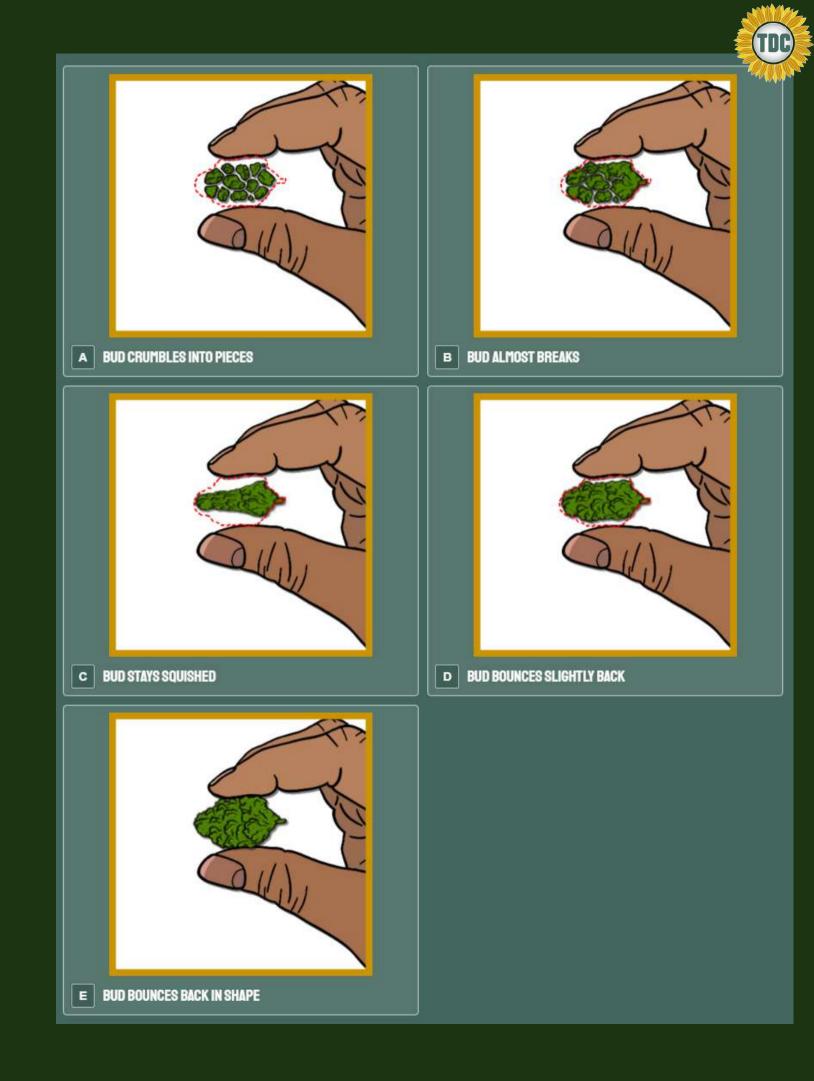
On the other hand, if the buds bounce fully back into their previous stage like a sponge (E) they're perfectly cured.

If a few big chunks fall off the buds or they almost break (B), they lack moisture.

If they stay squeezed/flat (C) after you firmly pinched them, they hold too much moisture.

Lastly, if they bounce only slightly back into their previous shape (D), it means the moisture is slightly too high.

4. Once you observed how the buds reacted to the squeeze test, select the most suitable option from the menu (right) based on the <u>average</u> of your observations.





## HOW TO WRITE A USEFUL SUMMARY



## Summarize your objective reviews in 1-2 sentences.

What where the key highlights and pitfalls of the product you evaluated?



"Healthy-looking smaller buds with an intense, citrusy scent that showed barely any trim leaves and where properly cured."

"Decent, smooth smoke that had a nice dry pull but tasted more average like wood, herbs and spice."

### tell a story with 2-4 sentences for your effect reviews.

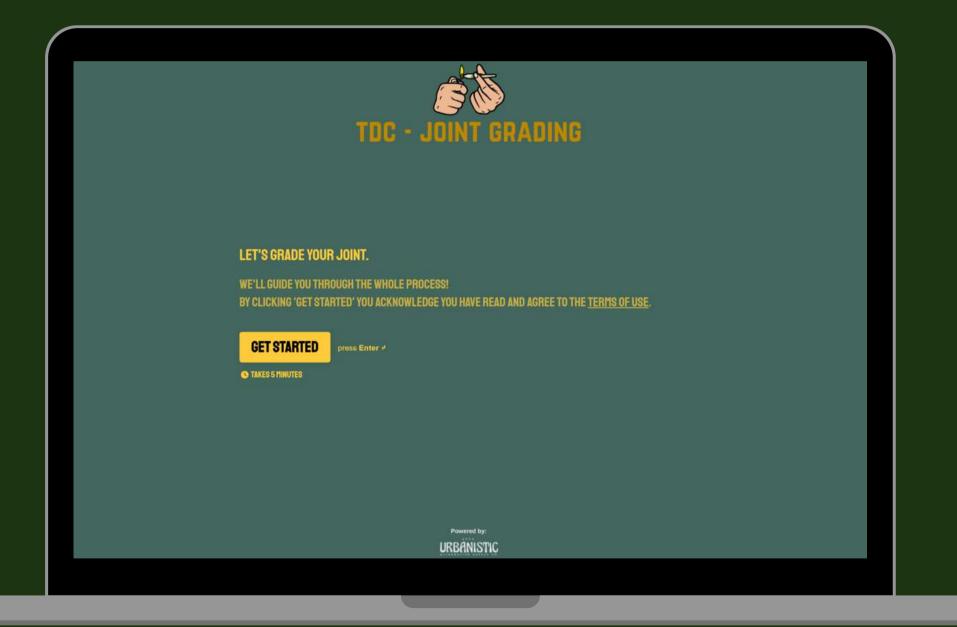
What was your set and setting, why did you consume, and what happened afterwards? (be honest with yourself!)



"I had a pretty stressful day today and decided to end my day with a joint to lean back and relax. However, after the first few puffs, I already felt a very strong high coming over me, which became more intense over time and put me right into bed.



# SYSTEM #2 JOINT GRADING







## JOINT GRADING STAGES

Each joint grading aspect has to be evaluated at a certain stage of your consumption to ensure a standardized and consistent smoke grading process and its corresponding data sets.



An excellent product will carry its flavour from the aroma, to the dry pull, all the way to the last few puffs of the joint.

## TOP

## **JOINT SIZE**

**Evaluation focus:** The correlation between the joint type and smoking data.

Mindful focus: Sight | The size and shape of the joint

#### **Mindful evaluation:**

- 1. Take the joint you rolled or pre-roll you purchased and place them next to a lighter.
- 2. Focus on the size & shape of the joint and select the most suitable option from the menu on the right:
  - (A) a tiny, stubby joint that barely looks like 0.5g
  - (B) a regular medium-sized cone shaped joint.
  - (C) a long and thin joint.

(A)

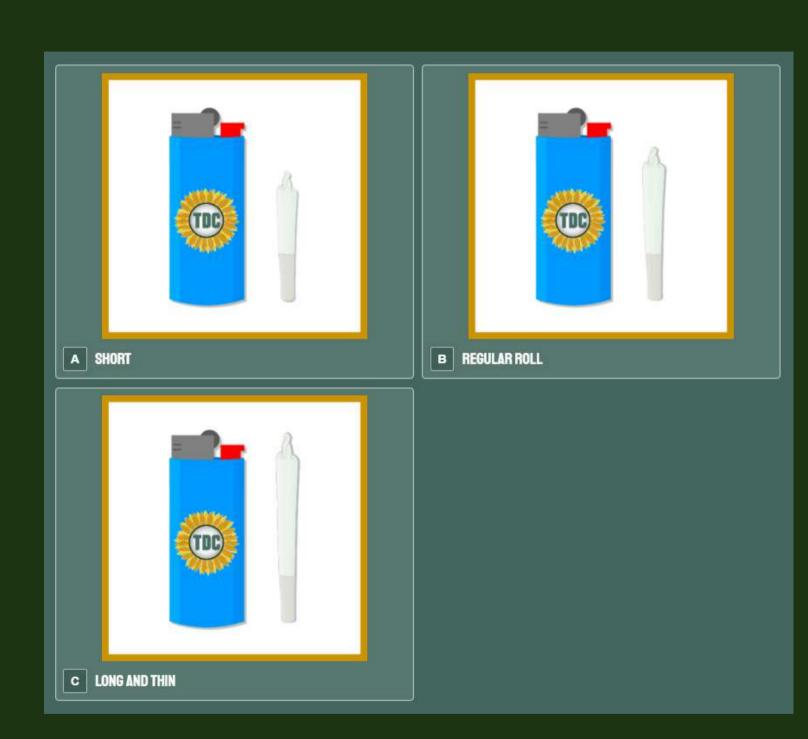


(B)



(C)







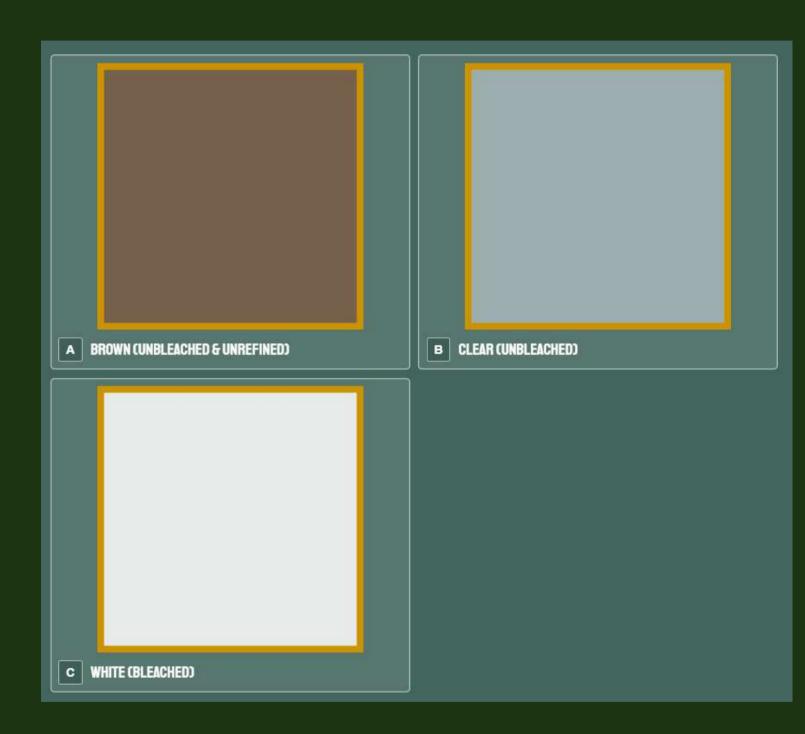
## PAPER TYPE

Evaluation focus: The correlation between the paper type and smoking data.

Mindful focus: Sight | The colour & transparency of the rolling paper

#### **Mindful evaluation:**

- 1. Pay attention to the appearance of the paper type.
- 2. Select the most suitable option from the menu on the right:
  - (A) Brown, transparent unbleached and unrefined rolling paper
  - (B) Whiteish, Clear, unbleached paper
  - (C) White, opaque bleached paper





## **JOINT TIGHTNESS**

**Evaluation focus:** The correlation between the joint's tightness and smoking data.

**Mindful focus:** Touch | The firmness of the joint.

#### **Mindful evaluation:**

- 1. Take your joints and gently pinch them around the center while focusing on its tightness.
- 2. Select the most suitable option from the menu on the right:
  - (A) Tight The joint feels very firm
  - (B) Medium The joint gives in a little
  - (C) Loose The joint gives in a lot



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# DRY PULL INTENSITY



**Evaluation focus:** The Concentration of aromatic phytochemicals in the joint before combustion.

Mindful focus: Taste | Perception of flavour intensity before combustion.

## **Mindful evaluation:**

- 1. Take your joint and rip off the twisted end at the top of the joint to increase the airflow of the dry pull, enabling the air to pass properly through the joint and transport the aromatic phytochemicals onto your taste buds.
- 2. Calmly take <u>2-4 puffs</u> on the still <u>unlit joint</u> while you focus on the <u>intensity</u> of the <u>flavour</u> you perceive.
- 3. From the menu on the right:

Select (A) if you don't taste anything at all.

Select (B) if you only taste a hint of flavour.

Select (C) if you taste the flavour mildly.

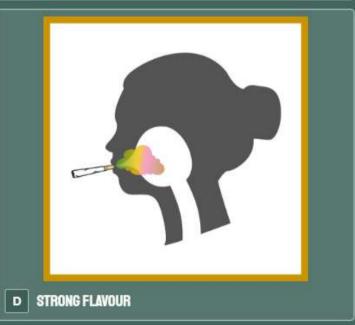
Select (D) if you taste a strong, distinct flavour.

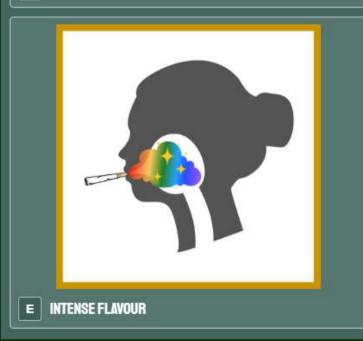
Select (E) if you perceive an intense flavour filling your entire mouth.











# DRY PULL COMPLEXITY



Evaluation focus: The variety of present phytochemicals and undesirables before combustion.

Mindful focus: Taste | Perception of flavour complexity before combustion

## Mindful evaluation:

- 1. With the joint still unlit, take 2-3 more gentle puffs while paying attention to the complexity of its flavours.
- 2. Be fully present with the flavour you notice and see if you can catch any physical reaction inside your body. (For example, delightful flavours may put a smile on your face or make you feel more relaxed and at ease, while unpleasant flavours like can tense your facial muscles and leave a unpleasant taste on your tongue)
- 3. While immersed in the flavour you notice, consider the complexity of the flavour you perceive and select the most accurate option from the drop-down menu.

Cannabis flavours are similar to the flavours of flowers during their varying stages of degradation, meaning that a dried-out or faulty product will taste like barely anything, straw, chemicals or just paper (A).

On the other hand, older flowers may still hold some herbalness, woodiness or light sweetness (C).

And fully fresh flowers will release a bouquet of complex phytochemicals like fresh lilac or roses. Because of the various different compounds in cannabis, like Thiols, Esters and Terpenes, the flavours of cannabis offer even more variety than regular flowers and can evoke flavours of dough, cream, gas or even cat-piss, sweaty socks and skunks (E).



# DRY PULL FLAVOURS



**Evaluation focus:** The identification of various flavours created by the bouquet of phytochemicals before combustion.

**Mindful focus:** Taste | Perception of distinct flavours before combustion

## **Mindful evaluation:**

- 1. After assessing the flavour complexity, keep tasting the unlit joint 2-3 times and turn more deeply into the specific flavours that make up the overall bouquet of the dry pull flavour.
- 2. Close your eyes while gently taking dry pulls and see if you notice up to 3 distinct flavours.
- 3. You can use the flavour complexity graphic as a reference to help you assess the different tastes accurately.

To do so, we classified the different flavours into unpleasant, average and complex taste categories.

Unpleasant flavours usually appear in the (A) & (B) complexity options and refer to the tastes of dried-out or faulty products including flavours like straw, foul, salty, chemical, no flavour at all and so on.

Average tastes are usually in the (B), (C) and (D) complexity categories and refer to the more "natural" flavours of certain products that lack adequate monoterpene, ester or thiol content but still release some sesquiterpene flavours like spice, pepper, hops, musk light sweetness and more.

Lastly, complex tastes are usually associated with the (D) and (E) complexity options and include the complex flavours of high concentrations of various phytochemicals, creating unique tastes ranging from pine, earth and flowers to gasoline, soap, tropical fruits and plenty more.





#### average

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## Complex







# **SMOKE FLAVOUR (START) COMPLEXITY**



**Evaluation focus:** The expression of present phytochemicals and residuals right after combustion.

Mindful focus: Taste | Perception of flavour complexity at the beginning of the joint.

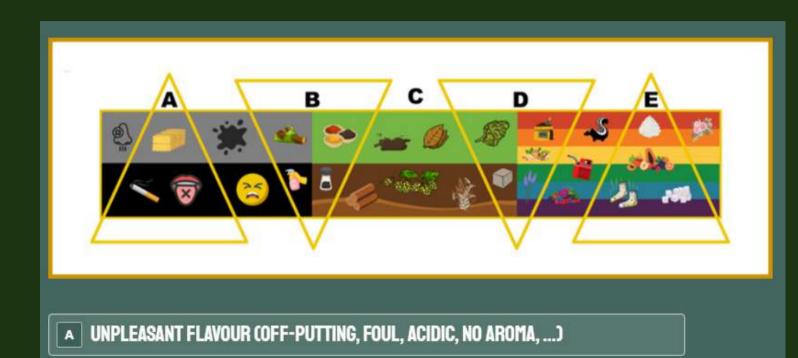
## Mindful evaluation:

- 1. Light the joint and take 2-4 gentle puffs while focusing on the complexity of the overall flavour.
- 2. Be fully present with the flavour you notice and see if you can catch any physical reaction inside your body. (For example, delightful flavours may put a smile on your face or make you feel more relaxed and at ease, while unpleasant flavours like ash or dirt can tense your facial muscles and leave a bitter, unpleasant taste on your tongue)
- 3. While immersed in the flavour you notice, consider the complexity of the flavour you perceive and select the most accurate option from the drop-down menu.

If the cannabis is too dry, holds undesirables and nutrients or lacks in phytochemical content, it will mostly leave an unpleasant taste in your mouth that is a dirty, burnt or ashy flavour... (A).

On the other hand, more average cannabis will taste more like smoking dried herbs, wood, spices or pepper... (C).

Lastly, excellent cannabis will taste <u>similar to its dry pull</u> and have a citrusy, berry, floral or even gassy... taste that <u>clearly stands out from the general combustion taste</u> (E).



B FAINT FLAVOUR (STRAW, GRASS, DIRTY, HERBAL, WOOD, ...)

c AVERAGE FLAVOUR (HERBAL, SPICY, PEPPERY, WOODSY, MUDDY, ...)

PLEASANT FLAVOUR (HERBAL WITH HINTS OF CITRUS, FLOWERS, BERRIES, ...)

E COMPLEX FLAVOUR (LEMON, BERRY, SKUNK, GAS, FLORAL, SWEET, FRUITY, ...)

# SMOKE FLAVOURS (START)



**Evaluation focus:** The identification of various flavours created by the bouquet of phytochemicals or undesirables right after combustion.

Mindful focus: Taste | Perception of distinct flavours at the beginning of the joint.

## Mindful evaluation:

- 1. After assessing the smoke flavour complexity of the first few puffs, take 2-3 more puffs and turn more deeply into the specific flavours that make up the overall smoke flavour.
- 2. Close your eyes while smoking the joint and see if you notice up to 3 distinct flavours.
- 3. You can use the flavour complexity graphic as a reference to help you assess the different tastes accurately.

To do so, we classified the different flavours into unpleasant, average and complex taste categories.

Unpleasant flavours usually appear in the (A) & (B) complexity options and refer to the tastes of dried-out or faulty products including flavours like burnt, foul, bitter, ashy, off-putting and so on.

Average tastes are usually in the (B), (C) and (D) complexity categories and refer to the more "natural" flavours of certain products that lack adequate monoterpene, ester or thiol content but still release some sesquiterpene flavours like spice, pepper, hops, musk, light sweetness, wood and more.

Lastly, complex tastes are usually associated with the (D) and (E) complexity options and include the complex flavours of high concentrations of various phytochemicals, creating clean tastes ranging from pine, earth and flowers to gasoline, soap tropical fruits and plenty more.

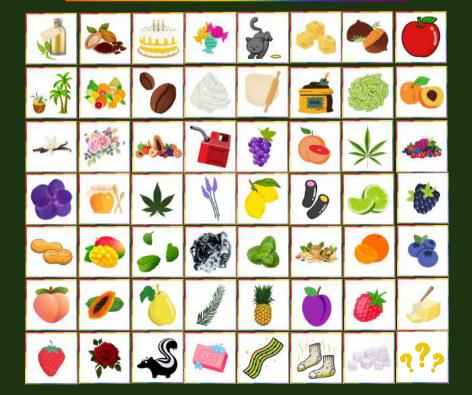




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## Complex





# **ASH COLOUR**



**Evaluation focus:** The absence or presence of residuals\* during combustion.

\*moisture, undesirables, nutrients, chlorophyll

Mindful focus: Sight | Observing the colour of the ash center after flicking the residual ash off.

## Mindful evaluation:

- 1. Once you've smoked about 1/3 of the joint, let go of focusing on the taste and direct your attention to the ash colour now.
- 2. To evaluate the ash colour in a standardized way, take 2-3 puffs to <u>let</u> the <u>ash cone build up</u> and then gently tap the residual ash off the joint to see the <u>center</u> of the ash cone.
- 3. Now, observe the ash's center and select the most suitable option from the menu (see right).

The ash colour can range from fully black to fully white, and its reference to cannabis quality is an extensive discussion amongst the cannabis community. Some individuals swear that a clean ash colour indicates a clean and properly flushed product, while others argue that the ash colour is irrelevant to the quality of your cannabis.

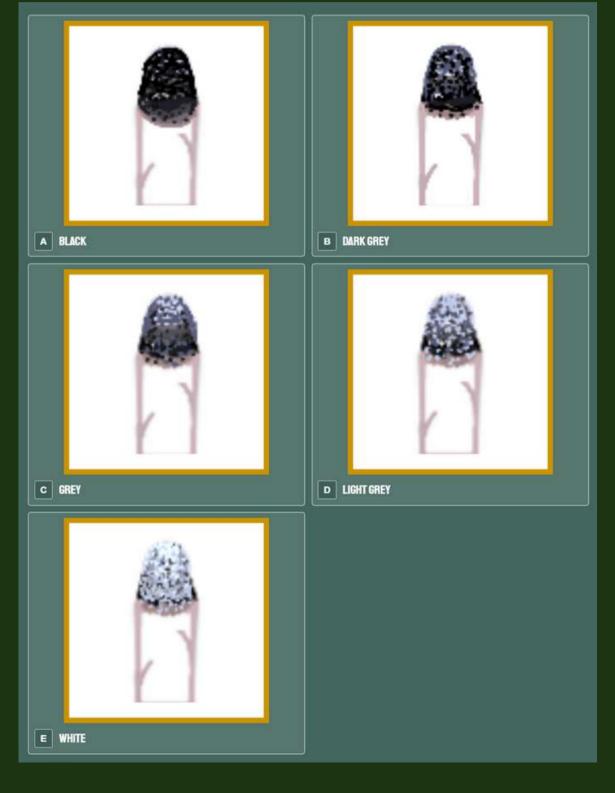
Our observations around this topic are that we've never smoked an entirely smooth and flavourful joint that burnt black, and neither did we ever smoke a fully clean burning joint that wasn't smooth or flavourful.

However, we agree that the ash colour is probably one of the least important aspects of the experience but still evaluate it to do a proper data analysis in the future that lets us prove the correlation between ash colour, flavour and smoothness.





# ASH OFF AND LOOK RIGHT AT THE CENTER OF THE ASH CONE.



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# **SMOOTHNESS**



**Evaluation focus:** The ease or physical harm of consumption.

**Mindful focus:** Sensation | The irritation the smoke causes your throat

## Mindful evaluation:

- 1. When you're about halfway through your joint, direct your attention to the sensations in your throat while taking 2-4 more big puffs.
- 2. To standardize the smoothness evaluation, make the inhales you take as strong as possible.
- 3. When taking strong puffs, a subpar product causes a painful, hot, burning sensation (A) in your throat, which very likely makes you cough and not want to finish the joint.

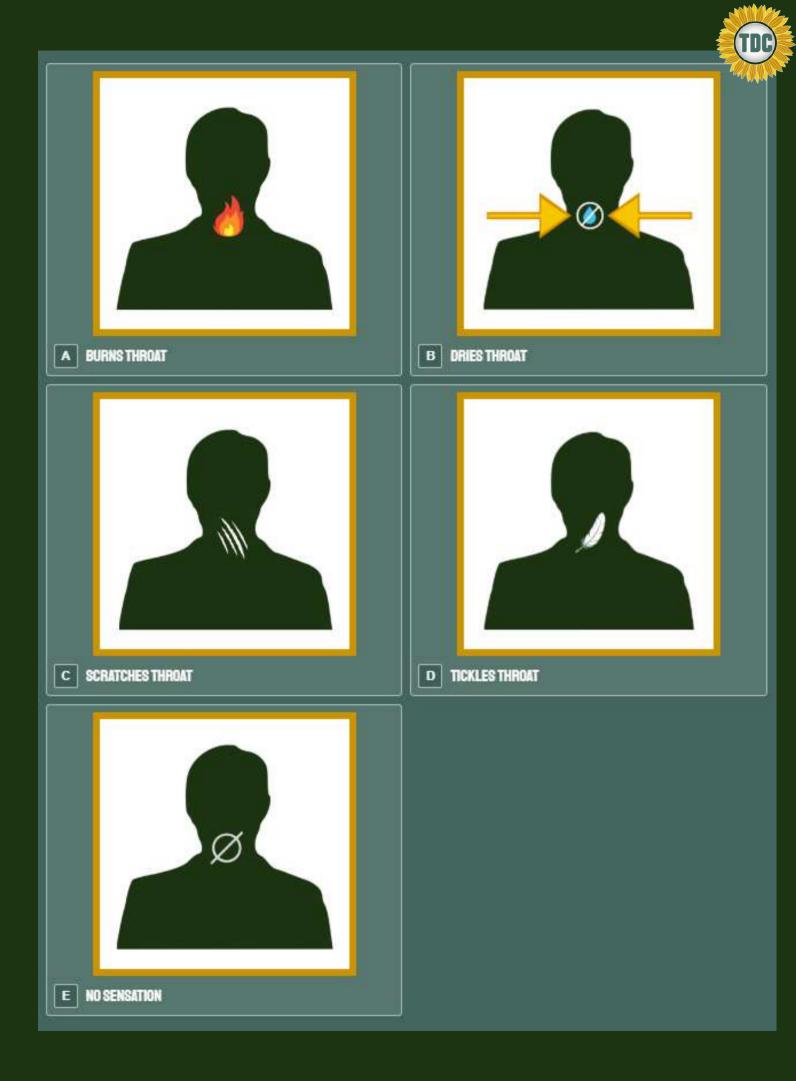
On the other hand, a slightly better but still subpar product constricts your throat, making it hard to breathe and drying your throat out, likely making you cough (B).

An average smoke experience neither burns nor dries your throat but irritates it with a broad, scratchy sensation that you can distinctly notice in your throat and <u>may</u> make you cough (C).

A more superb smoke will only cause a slight, barely noticeable tickle in your throat that shouldn't bother you too much nor make you cough (D).

Lastly, even when you take proper, big puffs, an excellent joint doesn't irritate your throat <u>at all</u> and let the smoke enter your body like air (E).

4. Based on your experience, select the most suitable option from the menu (see right).





# SMOKE FLAVOUR (END) COMPLEXITY



Evaluation focus: The expression of present phytochemicals and residuals right at the end of consumption.

Mindful focus: Taste | Perception of flavour complexity at the end of the joint.

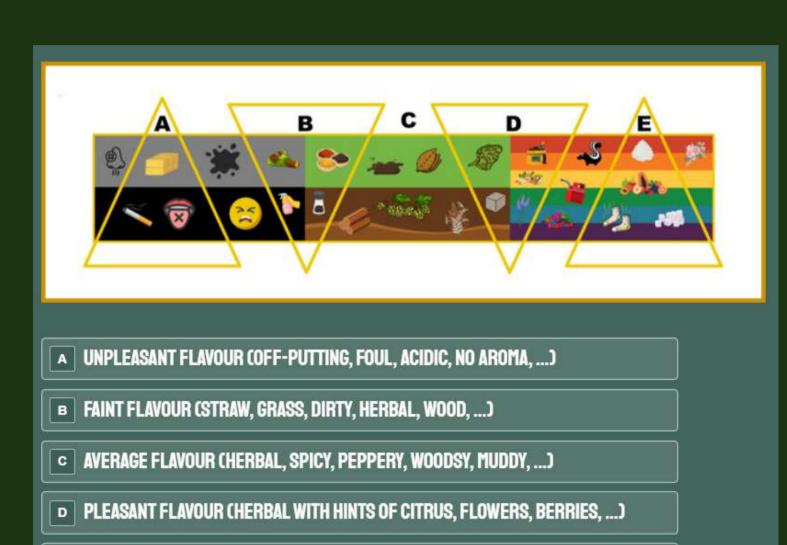
## Mindful evaluation:

- 1. Once you're at about the last third of your joint, take 2-4 more gentle puffs while focusing on the complexity of the overall flavour.
- 2. Again, be fully present with the flavour you notice and see if you can catch any physical reaction inside your body. (For example, delightful flavours may put a smile on your face or make you feel more relaxed and at ease, while unpleasant flavours like ash or dirt can tense your facial muscles and leave a bitter, unpleasant taste on your tongue)
- 3. While immersed in the flavour you notice, consider the complexity of the flavour you perceive now and select the most accurate option from the drop-down menu.

If the cannabis is too dry, holds undesirables and nutrients or lacks in phytochemical content, it won't <u>retain</u> a proper flavour <u>until the end</u> and mostly leave an unpleasant taste in your mouth that is a dirty, burnt or ashy flavour... (A).

On the other hand, more average cannabis tastes more like smoking dried herbs, wood, spices or pepper... (C).

Lastly, excellent cannabis tastes <u>similar to the flavour at the start</u> and has a citrusy, berry, floral or even <u>gassy</u>... taste that <u>clearly stands out from the general combustion flavour</u> (E).



E COMPLEX FLAVOUR (LEMON, BERRY, SKUNK, GAS, FLORAL, SWEET, FRUITY, ...)

# **SMOKE FLAVOURS (END)**



**Evaluation focus:** The identification of various flavours created by the bouquet of phytochemicals or undesirables right at the end of consumption.

Mindful focus: Taste | Perception of distinct flavours at the end of the joint.

## **Mindful evaluation:**

- 1. After assessing the smoke flavour complexity of the last few puffs, take 2-3 last puffs and turn more deeply into the specific flavours that make up the overall smoke flavour.
- 2. Close your eyes while smoking the joint and see if you notice up to 3 distinct flavours.
- 3. You can use the flavour complexity graphic as a reference to help you assess the different tastes accurately.

To do so, we classified the different flavours into unpleasant, average and complex taste categories (see right).

Unpleasant flavours usually appear in the (A) & (B) complexity options and refer to the tastes of dried-out or faulty products that don't retain a proper flavour and taste burnt, foul, bitter, ashy, off-putting (and so on) at the end of the joint.

Average tastes are usually in the (B), (C) and (D) complexity categories and refer to the more "natural" flavours of certain products that lack adequate monoterpene, ester or thiol content but still release some sesquiterpene flavours like spice, pepper, hops, musk, light sweetness, wood and more.

Lastly, complex tastes are usually associated with the (D) and (E) complexity options and include the complex flavours of high concentrations of various phytochemicals, creating clean flavours ranging from pine, earth and flowers to gasoline, soap, tropical fruits and plenty more.

#### unpleasant



#### average



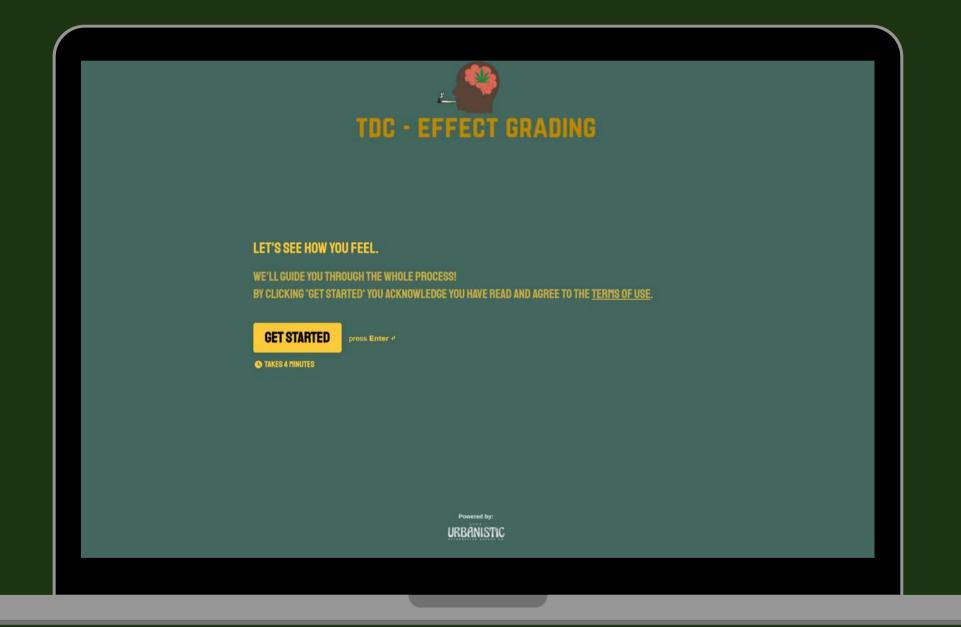
## Complex







# SYSTEM #3 EFFECT GRADING







# THE INTERNAL AND EXTERNAL SET & SETTING OF YOUR CANNABIS EXPERIENCE

# <u>Internal</u>



Before consumption

## **PURPOSE OF CONSUMPTION**



Recreational | Medical

## **MINDSET BEFORE CONSUMPTION**



Good | Great | Happy | Moderate | Sad | Anxious | Depressed | Stressed In Pain | Exhausted | Overwhelmed | At ease | Other

## **TOLERANCE**





Low | Below average | Average | Above average | High

"A switchboard functioning in and across all physiological processes and organs, acting and reacting to <u>external</u> and <u>internal</u> stimuli to direct, correct and overall manage your health."



Your <u>external</u> an <u>internal</u> stimuli influence the state of your nervous system and thereby <u>set the foundation of your cannabis experience!</u>

# <u>External</u>



Before/during consumption

## **CONSUMPTION METHOD**



Joint | Bong | Dry Herb Vaporizer | Vape Pen | Dab | Pipe | Edible | Oil

## **AMOUNT CONSUMED**



< 0.3g | 0.3g | 0.5g | 1g | > 1g

## **SOCIAL SETTING**





Alone | With friends | Around new people | With family / loved ones

## **LOCATION**





Indoor: At home | At an event | At a friend's place | In a public space Outdoor: In nature | In a busy city | In a small town | Outdoor event

## **ACTIVITY DURING/AFTER CONSUMPTION**



Eating | Entertainment | Creative work | Focused work | Meditation | Physical activity | Sleep | Socializing | Talked with friends | Other

# INTENSITY OF INTOXICATION

**Evaluation focus:** The level of intoxication after consumption.

Mindful focus: The state of your physical and mental being.

Mindful evaluation (one or combination of):

## (A) No effects

You don't perceive any physical or mental intoxication.

## (B) Mild effects

You feel a mild change in your physical and mental being.

**Physical:** Feeling a bit lighter, uplifted or relaxed **Mental:** Mild change of mind and behaviours

## (C) Moderate effects

You feel physically and mentally intoxicated.

Physical: Light red eyes, slight dry mouth, feeling a bit more uplifted or relaxed Mental: Noticeable change of mind and behaviours, slightly in/decreased appetite

## (D) Strong effects

You feel a strong physical and mental intoxication.

Physical: Red eyes, dry mouth, heavy limbs, movement is a bit uncoordinated

Mental: Strong change of mind and behavious, in/decreased appetite

## (E) Intense effects

You feel intense physical and mental intoxication.

Physical: Intense red eyes, dry mouth, heavy limbs, uncoordinated movement

Mental: Intense Change of mind and behaviours, change of vision, racy thoughts, intense sedation,

strongly in/decreased appetite (munchies), heavily altered consciousness











# ENERGY LEVELS AFTER INTOXICATION

**Evaluation focus:** The level of energy after consumption.

**Mindful focus:** The state of your energy levels.

Mindful evaluation:

## (A) Sedated

Your mental and physical energy levels are low.

You feel tired, sedated and could nap or go to bed.

## (B) Relaxed

Your mental and physical energy levels are calmed down.

You feel relaxed, mildly sedated, chill, and would prefer doing something that doesn't require much mental or physical effort, like listening to music, watching a movie, reading a book etc.

## (C) Balanced

Your mental and physical energy levels are balanced.

You feel normal and able to manage your day-to-day tasks and obligations.

## (D) Awake

Your mental and physical energy levels are noticeably increased.

You feel uplifted, creative and more social and prefer to do something stimulating like socializing, dancing, going for a walk or doing creative work.

## (E) Energized

Your mental and physical energy levels are immensely increased.

You feel energized, restless and like you have a million thoughts and ideas.

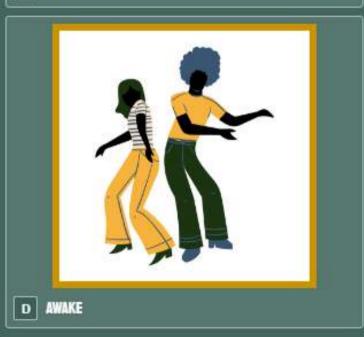
You prefer to do something highly stimulating like doing sports, dancing or brainstorming with a friend.





(TDC)







# MOOD LEVELS AFTER INTOXICATION

**Evaluation focus:** The change of mood after consumption.

Mindful focus: Your mental well-being.

## **Mindful evaluation:**

## (A) Paranoid

You feel very unwell, experience overwhelming negative thoughts and sense uncommon physical sensations in your body that can lead to a panic attack as you feel like you're dying.

## (B) Anxious

You feel unwell and experience negative thoughts.

## (C) Moderate

You feel normal.

## (D) Mood Enhanced

You feel good, more smiley and more social.

## <u>(E) Happy</u>

You feel amazing, joyful, and confident.











# CONCENTRATION LEVELS AFTER INTOXICATION

**Evaluation focus:** The ability to focus and think clearly after consumption.

**Mindful focus:** The state of your attention

## **Mindful evaluation:**

## (A) Confused

Your mind feels overwhelmed and dysfunctional. You've lost your sense of direction, have too many thoughts, forget things and lack proper motor control making it impossible to perform any task properly.

## (B) Distracted

Your mind feels very unfocused. You have too many thoughts to concentrate on one thing at a time, making it harder to complete any task at hand.

## (C) Normal

Your mind feels normal. You're neither overly focused nor do you lack concentration.

## (D) Focused

Your mind feels more attentive. You're more engaged and present with any task at hand.

## (E) Flow state

Your mind feels highly focused. You're fully engaged in the task at hand and disregard anything else that is going on in your mind and around you as you're fully immersed in anything you put your attention towards.













# <u>RESULTS AND DATA MANAGEMENT</u>

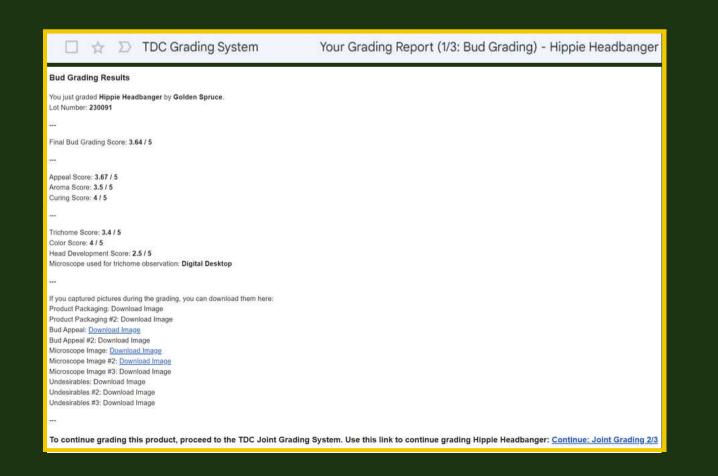






## Take a screenshot of the end screens

to share on social media, with your team, or the producers







to view your results, download your pictures, access the next step in the grading process, or forward to others



# GRADING MASTERCLASS

8 WEEK DIGITAL PROGRAM - \$1055 PER PERSON

Starts on February 20, 2024

## **INCLUDES:**

- BECOME A TDC 'GRADING MASTER' AN EXPERT IN MINDFUL CANNABIS EVALUATION
- 24+ HOURS TOTAL TEACHING TIME
- 2 x 1.5 hours online sessions per week (Tuesday & Thursday)
- DIFFERENT TOPIC COVERED EACH WEEK
- FULL TRAINING ON USING THE TDC GRADING SYSTEM
- CANNABIS MARKETING & CONTENT CREATION CLASSES

## **LEARNING OUTCOMES:**

- PROPEL YOUR CAREER IN THE CANNABIS INDUSTRY
- Understand cannabis Grading & Microscopy
- CREATE ENGAGING CONTENT
- THRIVE SUCCESSFUL CANNABIS MARKETING
- CREATE PROFESSIONAL GRADING GRAPHICS
- KNOW HOW TO EXPLAIN THE ECS & NEUROSCIENCE
- GAIN A DEEP UNDERSTANDING OF THE NUANCES OF CANNABIS EFFECTS



CANNABIS MICROSCOPY WORKSHOP - AUG 22, VIU CAMPUS



TOM USES THE GRADING SYSTEM AT THE CANNASSEUR CUP - NOV 22, TENERIFE





# DO YOU HAVE QUESTIONS OR WANT TO INQUIRE ABOUT OUR COURSE OFFERINGS?



Contact us at: info@urbanistic.ca

Or visit us at: www.urbanistic.ca