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Your credible source for detailed, data-based insight on scale, growth and emerging trends in the Cannabis Industry

ABOUT ROY BINGHAM

Roy Bingham is a Harvard MBA and former McKinsey consultant, a serial entrepreneur and founder of BDS Analytics. He grew up in the UK, was a banker/financier in London, then moved to the USA in 1993.

He has hosted conferences such as The NBJ Summit, spoken at hundreds of events, appeared on national TV, authored many articles and been a partner in Nutrition Business Journal – the leading business news service for the natural product Industry.

Bingham started BDS Analytics after recognizing that the emerging cannabis industry lacked the kind of sophisticated, sales-based data that is both commonplace and essential in other, more established industries. In those industries, market research – and consumer behavior – drive everything from new product development to inventory and branding decisions.

Among his prior businesses, Bingham had been both an early investor in SPINS – a very successful data analytics company for the Natural Products Industry and later an expert user of their data as a senior marketing executive in natural products.

ABOUT BDS ANALYTICS

BDS Analytics is the indispensable source for cannabis industry data and insight. We collect, process, and present point of sale market share data for the cannabis industry.

We provide actionable insights based on accurate information derived from millions of transactions that enables our clients (dispensaries, brands and growers) to make smart decisions that sustain their success.

We are seasoned analytics-for-market research experts with more than fifty years' combined experience in capturing and standardizing point of sale data, building and running extensive databases and providing reports and presenting data to clients and industry. Many members of the BDS team have extensive data analytics backgrounds from each of the Natural Products, Outdoor and Biking industries.

In September 2015, BDS Analytics announced the closing of a \$1.5 million private equity raise.

ABOUT THE CANNABIS INDUSTRY IN THE USA

The legal cannabis industry is the fastest growing business sector in the USA today. It already has revenues of more than \$3 Billion. The industry is expected to exceed \$10 billion by 2018 and by 2022 for example, it will rival the entire organic industry. It has created thousands of jobs in the early adopter States and now that Adult/Recreational Use is legal in 5 States, all are accelerating at a stunning rate. Every major news organization is covering this unique emergence of a new industry.