



cultivera
market

Cultivera Market Seller Setup & Configuration

Congrats on the upcoming launch of your Cultivera Market order portal!

This document contains the steps you and your team will need to complete to finalize your Cultivera Market seller portal. Please go through these steps with your team to make sure you're ready!

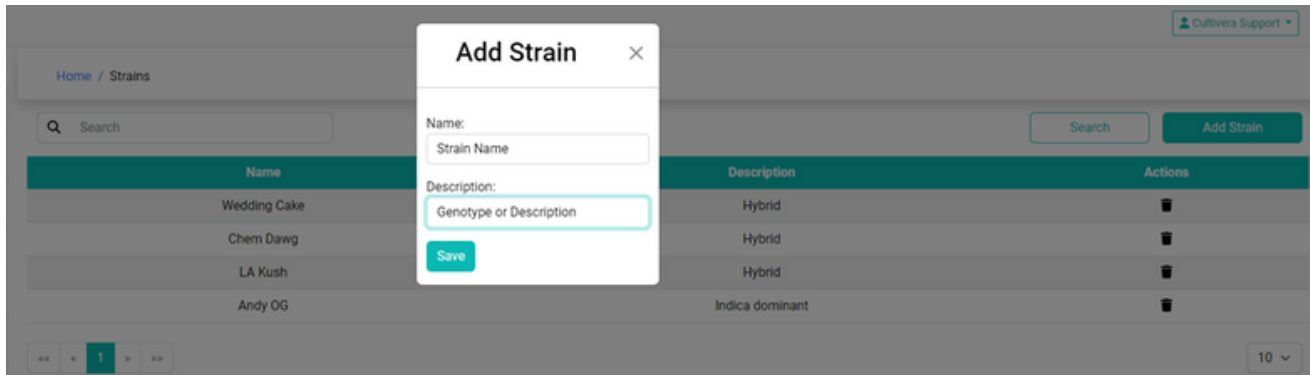
Steps for Seller Setup and Configuration of Cultivera Market:

- A. Order of Operations for Data Entry**
- B. Market Setting (Adding Company Logo and Profile Information)**
- C. Setting up Strains (Strain name and Description)**
- D. Entering Products (Naming Conventions, Product Types, Strain, Unit Price, Max Order Limit, Product Line, Sub-Product Line, Product Description)**
- E. Organizing with Product Lines (Categories) and Sub-Product Lines (Brands or Lines)**
- F. Creating Listings (Add Listing, Add Products, Publish/Unpublish)**
- G. Uploading Images for Products and Listings (Setting Primary Image if multiples)**
- H. Adding QA Batches (JSON link upload, manual entry, COA upload)**
- I. Entering and Adjusting Inventory (TSID, QA Batch, Product, Quantity)**
- J. Discounts (Percentage or Dollar Amount, All Products, All Clients, or select Products/Clients)**
- K. Market Connections (Buyers/Businesses connected to your Market)**
- L. Adding/Managing Users (Add User, Notifications Settings, Resetting User Password)**
- M. Working with Received Orders**
- N. Viewing the Dashboard**

A: Order of Operations for Data Entry

1. Begin setup by entering your **Strains** (or Flavors, if not working with Flower products).

These will be a required field when entering **Products**, so it may be more efficient to enter them all first, then select them from the dropdown list as you enter your Products. You will also be able to add Strains “on the fly” as you’re adding Products.















2. Next, it makes sense to add your **Products Lines** and **Sub-Product Lines**, since these will also be dropdown choices when adding Products. These are useful ways for your Buyers to filter the Market Listings so they can narrow down the list of Products to what they’re looking for.

A **Product Line** is the main category that will be listed on the left-hand side of the Buyer Market screen. The **Sub-Product Lines** are nested within the main Product Lines and can be used to identify brands or varieties. You will need to create the main Product Lines first, then attach the Sub-Product Lines to them.

Here are examples of some Product Lines.

Name	Description	Actions
TINCTURES	Sublingual	[Edit] [Delete]
EDIBLES	Yummy stuff	[Edit] [Delete]
CONCENTRATES	Packaged for Retail	[Edit] [Delete]
FLOWER	Dispensary Ready	[Edit] [Delete]

Here are examples of Sub-Product Lines, which show the Product Lines they're associated with.

Name	Product Line	Description	Actions
Mid Shelf/Economy	FLOWER	Sun grown	 
Baked Goods	EDIBLES	Brownies, Cookies	 
Elixir	TINCTURES	Sublingual use	 
Dad's Dabs	CONCENTRATES	Different than house brand	 
Mom's Melts	CONCENTRATES	Grams and Baller Jars	 
Premium Top Shelf	FLOWER	Dispensary	 

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The image to the right is what Product Lines and Sub-Product Lines look like on the Buyer side, as selectable check box filters.

You can only select one checkbox at a time or "select all" within a Product Line by leaving the boxes blank.

FLOWER ^

Premium Top Shelf

Mid Shelf/Economy

CONCENTRATES ^

Mom's Melts

Dad's Dabs

EDIBLES ^














Baked Goods

TINCTURES ^

Elixir

3. Once you have Strains, Product Lines, and Sub-Product lines created, you are ready to enter **Products**.

Here are some examples.

Product Name	Product Type	Strain	Price	Total Quantity	Quantity Published	Quantity Allocated	Action
Drink - Root Beer	Liquid Edible	Root Beer	\$8	0	0	0	  
Drink - Lemonade - 100mg	Liquid Edible	Lemonade	\$8	0	0	0	  
Edibles - Oatmeal Raisin Cookie - 100mg	Solid Edible	Oatmeal Rasin	\$10	0	0	0	  
Edibles - Chocolate Brownie - 100mg	Solid Edible	Chocolate	\$10	0	0	0	  
SHO Rosin - LA Kush - 4g	Non-Solvent Based Concentrate	LA Kush	\$200	80	80	0	  
SHO Rosin - LA Kush - 1g	Non-Solvent Based Concentrate	LA Kush	\$40	100	90	10	  
Flower - Andy OG - 28 g	Usable Cannabis	Andy OG	\$200	100	100	0	  
Flower - Andy OG - 14 g	Usable Cannabis	Andy OG	\$100	100	100	0	  
Flower - Andy OG - 07.0 g	Usable Cannabis	Andy OG	\$50	100	80	20	  
Flower - Andy OG - 03.5 g	Usable Cannabis	Andy OG	\$25	100	89	11	  

The fields required to create a Product are as follows:

The screenshot shows a product creation form with the following fields and elements:

- Product Name:** A text input field with a red error message below it: "Product Name is required !".
- Product Type:** A dropdown menu with "Select Product Type" and a red error message: "Product Type is required !".
- Market Strain:** A dropdown menu with "Select Market Strain" and a red error message: "Market Strain is required !". A plus sign button is to the right of the dropdown.
- Unit Price:** A text input field with a red error message: "Unit Price is required !".
- Max Order Limit:** A text input field.
- Uom:** A dropdown menu with "Each" selected.
- Product-Line:** A dropdown menu with "Select Product-Line" and a plus sign button.
- Sub-Product-Line:** A dropdown menu with "Select Sub Sub-Product-Line" and a plus sign button.
- Content Size:** A text input field.
- Content Uom:** A text input field.
- Product Description:** A large text area.
- submit:** A button at the bottom left.

Product Name – Should be as descriptive as possible so Buyers can find them using a keyword search. A recommended naming convention is “Product Type – Strain/Flavor – Size/Dosage”, as seen in the examples above. Required.

Product Type – Select the inventory type from the state-approved list of types. Required.

Market Strain – This is populated from the main list you added Strains to in step 1, but there’s also an “add” button (plus sign) that allows you to add a strain while creating your product, as with the Product Line and Sub-Product Line fields in the next step. Required.

Unit Price – This is a required field. It is the price for individual units of this product. Required.

Max Order Limit – Optional field that allows you to specify a maximum order limit. Optional.

Product Line – Select from the dropdown menu or click the plus sign button to add a new one. Optional, but useful.

Sub-Product Line – Select from the menu or click the plus sign button to add a new one. Optional, but useful.

Product Description – Can be used to describe the product in detail using your own text.

4. After creating entries for your Products, you may want to add QA Batches from your lab tests, either via JSON link upload or manual entry.

You'll be able to upload the Certificate of Analysis from your testing lab so your Buyers can see the lab results. This is an optional step and can be done after adding your Inventory if you don't have time to add all the QA Batches right away.

5. For Products to be visible they must be assigned to **Listings**, which usually correspond to your Product Lines and are the first things a Buyer will see when entering your Market.

Each Listing you add can have multiple Products assigned to it. Likewise, one Product can be associated with multiple Listings.

Here are examples of Listings:

Listing Name	Published	Actions
Sale Items		
Flower		
TestListing		
Topicals		
Edibles		
Concentrates		
Flower (pre-packed)		

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If you want to create an extra panel to get attention for a sale or promotion you're running, it makes it easier for your sale Products to be featured. To do this, add the Listings, then click the "edit (pencil)" button to add a cover image and Products from the entries you've already created, using the dropdown list.

In the image below, there's a Listing called "Sale Items" that we've added a graphic and two Products to. To add another Product, click the dropdown arrow to select, then choose "Add Products". To remove the graphic or Product, click the "trash can" icon. To "publish" or "unpublish" an item, click the "eyeball" icon.

Product	Price	Action
SHO Rosin - LA Kush - 1g	\$40	
Flower - Andy OG - 03.5 g	\$25	

6. After associating your Products with Listings, it's time to add some numbers. When adding **Inventory**, you'll be required to complete the following fields:

Home / Add

TSID: QA Batch: + Product:

TSID is required ! Product is required !

Quantity:

Quantity is required !

TSID – This is the unique identifier for a batch or Lot of Product and stands for “Traceability System ID”. You can enter (or scan) a barcode from an existing system you are using, but it can be any unique sequence of characters that uniquely identifies the batch/lot.

QA Batch – This links to the QA Batch you've already added. Not required for initial Inventory entry and can be added later.

Product – This links to the Product you've already added to the Products list. Required.

Quantity – This represents the number of units you have on hand of that inventory item and can be adjusted, as needed. You'll want to make sure your quantities are accurate before publishing Products to the Market.

Here is a sample list of Inventory items.

Home / Inventory

TSID	Batch	Product	Total Quantity	Quantity Published	Quantity Allocated	Available For Sale	Actions
C-0002	QA Batch 002 - Rosin - LA Kush	SHO Rosin - LA Kush - 4g	80	80	0	✓	
C-0001	QA Batch 002 - Rosin - LA Kush	SHO Rosin - LA Kush - 1g	100	90	10	✓	
00004	QA Batch 001 - Andy OG	Flower - Andy OG - 28 g	100	100	0	✓	
00003	QA Batch 001 - Andy OG	Flower - Andy OG - 14 g	100	100	0	✓	
00002	QA Batch 001 - Andy OG	Flower - Andy OG - 07.0 g	100	80	20	✓	
00001	QA Batch 001 - Andy OG	Flower - Andy OG - 03.5 g	100	89	11	✓	

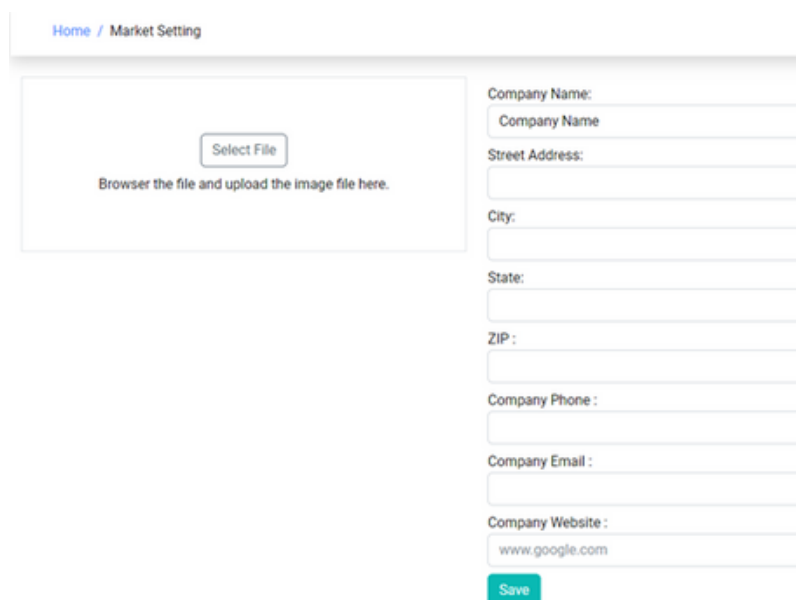
B: Market Setting

This is the area where you'll be able to add your company logo and return address, email, phone, and website information.

Click the "Select File" button to choose an image to upload.

Verify or update your Company Name, Street Address, City, State, Zip, Company Phone, Company Email, and Company Website.

Then choose "Save".



Home / Market Setting

Select File
Browser the file and upload the image file here.

Company Name:
Company Name

Street Address:

City:

State:

ZIP :


Company Phone :

Company Email :

Company Website :
www.google.com

Save

Figure 1: "Before"



Home / Market Setting

Company Name:
Company Name

Street Address:
123 Street

City:
YourCity

State:
YourState

ZIP :
00000

Company Phone :
1234567890

Company Email :
info@email.com

Company Website :
www.yourcompany.com

Save

Figure 2: "After"

C: Setting Up Strains

To set up Strains, in the list of tabs on the left side of the screen, navigate to "Strains." Click "Add Strain" and enter the Strain name and a Description (optional).

D: Entering Products

To add Products, navigate to "Products." Click "Add Product" and fill in the required fields. See section A, #3 for details.

E: Organizing With Product Lines and Sub-Product Lines

See Section A, #2 above for details on how to set these up.

F: Creating Listings

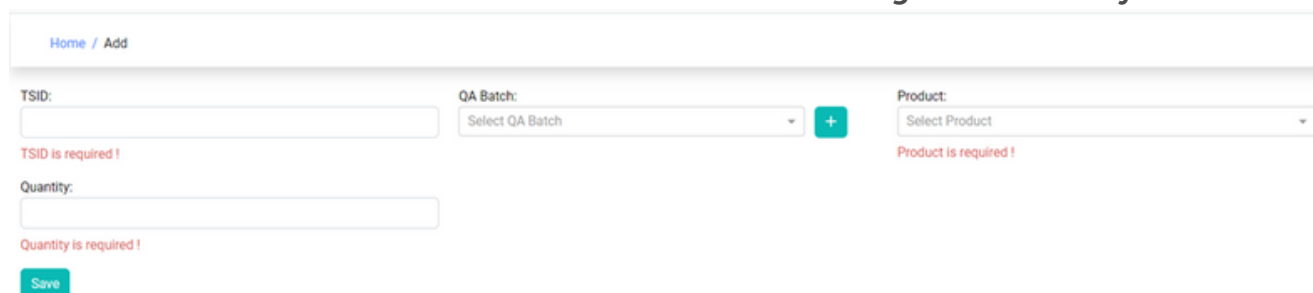
See Section A, #5 above for details on how to add images and Products to Listings.

G: Uploading Images

Images can be uploaded for Products as well as Listings, but these items must be created first, then you'll be able to select the edit tool ("pencil icon") to add images.

H: Adding QA Batch Information

You'll be able to add QA information via JSON link or through manual entry.



The screenshot shows a web form with a breadcrumb "Home / Add" at the top left. The form contains four input fields: "TSID:" (text input), "QA Batch:" (dropdown menu with "Select QA Batch" and a plus icon), "Product:" (dropdown menu with "Select Product"), and "Quantity:" (text input). Below the "TSID:" field is a red error message "TSID is required!". Below the "Product:" field is a red error message "Product is required!". Below the "Quantity:" field is a red error message "Quantity is required!". At the bottom left of the form is a green "Save" button.

Fill in the TSID, QA Batch (optional), Product, and Quantity fields and choose "Save". The new entry will be available to associate with an Inventory batch/lot.

I: Entering and Adjusting Inventory

In the Inventory tab you will see the list of existing Inventory items, along with total quantities and allocations.

To add a new Inventory batch, click “Add Inventory” and enter the TSID, select the QA Batch (optional), select the Product, and enter the Quantity.

Pictured below are some examples of inventory items, some of which have been allocated to orders.

Click the “pencil” icon to edit or adjust any of the listed items. The system will keep track of any adjustments or allocations made

Home / Inventory

Search Search Add Inventory

TSID	Batch	Product	Total Quantity	Quantity Published	Quantity Allocated	Available For Sale	Actions
C-0002	QA Batch 002 - Rosin - LA Kush	SHO Rosin - LA Kush - 4g	80	80	0	✓	
C-0001	QA Batch 002 - Rosin - LA Kush	SHO Rosin - LA Kush - 1g	100	90	10	✓	
00004	QA Batch 001 - Andy OG	Flower - Andy OG - 28 g	100	100	0	✓	
00003	QA Batch 001 - Andy OG	Flower - Andy OG - 14 g	100	100	0	✓	
00002	QA Batch 001 - Andy OG	Flower - Andy OG - 07.0 g	100	80	20	✓	
00001	QA Batch 001 - Andy OG	Flower - Andy OG - 03.5 g	100	89	11	✓	

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You’ll be able to view the adjustments and allocations for a specific batch by clicking the “pencil” icon to enter edit mode.

Click on the links for Allocations or Adjustments to see a list of each, as pictured below.

TSID: C-0001 QA Batch: QA Batch 002 - Rosin - LA Kush Product: SHO Rosin - LA Kush - 1g

Quantity: 90

Save

Allocations (1)

STARTED DATE	CLIENT	ORDER#	ALLOCATED
6/29/23	Cultivera Buyer 1	PO-740741-00001	10

Adjustments (1)

DATE ADJUSTED	ADJUSTED BY AMOUNT	UNITS AFTER ADJUST	REASON
6/21/23	100	100	Reconciliation

J: Setting up Discounts


Navigate to Discounts and select "Add Discount".

Add a descriptive Name for the Discount, then select the range of date for which it will apply using the "From Date" and "To Date" fields.

Choose whether you want the Discount to be an Amount or a Percentage off the unit price, enter the Discount Amount, then check whether it should apply to all products or all clients.

If the "all" checkboxes are NOT selected, you'll have the ability to select which Products or Clients the Discount will apply to once it has been saved.

Name:

From Date: 

To Date:

Discount From: Amount Percent

Applies to all products


Applies to all clients

Discount Amount:

K: Market Connections

The Market Connections section will show which Buyers are connected to and can view your Market.

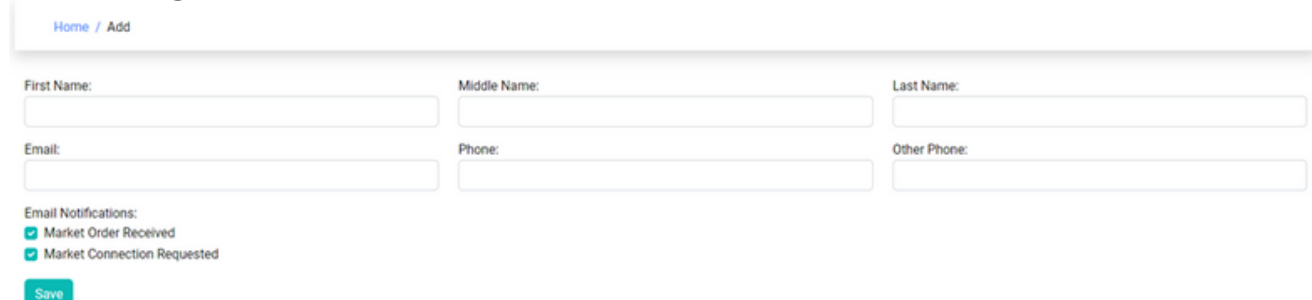
Home / Market Connections

Business	Name	Status
Cultivera Buyer 1	Buyer 1 Test	Active 

L: Adding or Editing Users

To add a new user to the system, navigate to Manage Users and select "Add User" at the upper right.

Fill in the First Name, Middle Name (optional), Last Name, Email, and Phone fields. When entering a phone number, omit any dashes or other punctuation, just enter the numeric digits.



Home / Add

First Name: Middle Name: Last Name:

Email: Phone: Other Phone:

Email Notifications:

- Market Order Received
- Market Connection Requested

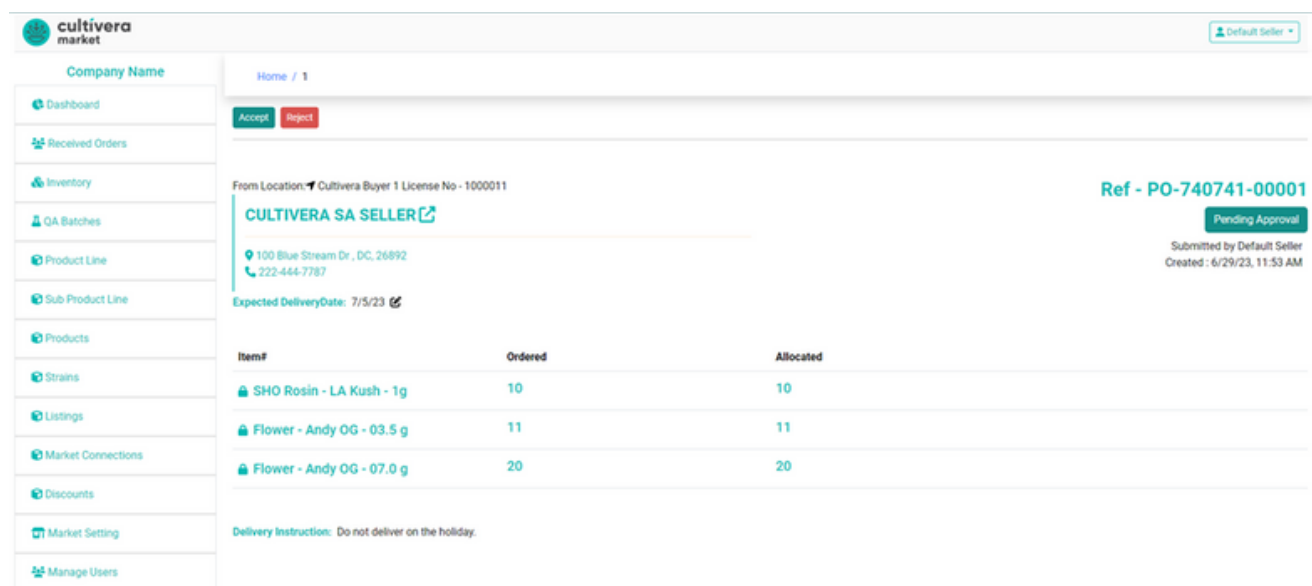
[Save](#)

Note the Email notifications for "Market Order Received" and "Market Connection Requested" are selected by default. If the new user does not need to receive the notifications, they can be turned on or off at any time using the check boxes.

M: Processing A Received Order

Navigate to "Received Orders."

Click the link for the Order # (ex: "PO-740741-00001").



cultivera market Default Seller

Company Name: Home / 1

From Location: Cultivera Buyer 1 License No - 1000011

Ref - PO-740741-00001 Pending Approval

Submitted by Default Seller
Created: 6/29/23, 11:53 AM

Item#	Ordered	Allocated
SHO Rosin - LA Kush - 1g	10	10
Flower - Andy OG - 03.5 g	11	11
Flower - Andy OG - 07.0 g	20	20

Expected DeliveryDate: 7/5/23

Delivery Instruction: Do not deliver on the holiday.

Select the "Accept" button at the top left corner.

You can then update the order status in the following ways:

- Once the order has been packed and is ready for delivery click "Mark Packed".
- When the order is ready to go out the door, click "Ready for Delivery".
- Once the order had physically left the facility, select "Out For Delivery"

To finalize the order, once delivery is completed, choose "Complete."

Whatever status is shown on the right under the order number is what the Buyer will see on their end as the order progresses.

This is the view from the Seller side:

Complete Cancel Upload Documents

From Location: Cultivera Buyer 1 License No - 1000011

CULTIVERA SA SELLER

100 Blue Stream Dr, DC, 26892
222-444-7787

Expected DeliveryDate: 7/5/23

ORDER# - 1
Ref - PO-740741-00001
Out for Delivery
Submitted by Default Seller
Created : 6/29/23, 11:53 AM

Item#	Ordered	Allocated
SHO Rosin - LA Kush - 1g	10	10
Flower - Andy OG - 03.5 g	11	11
Flower - Andy OG - 07.0 g	20	20

Delivery Instruction: Do not deliver on the holiday.

You are able to filter by Order Status at any time.

By using this filter, you can see only orders that have been "Submitted", are "Pending", have been "Cancelled", are currently "Processing", have already been "Completed", or are "Ready For Delivery".

Home / Received Orders

Search

Select Order Status

- Submitted
- Pending
- Cancelled
- Processing
- Completed
- ReadyForDelivery

Order#	Status	Created Date	Est. Delivery Date	Total
PO-740741-00001	Completed	06/29/2023 11:53 AM	7/5/23	\$1,675.00

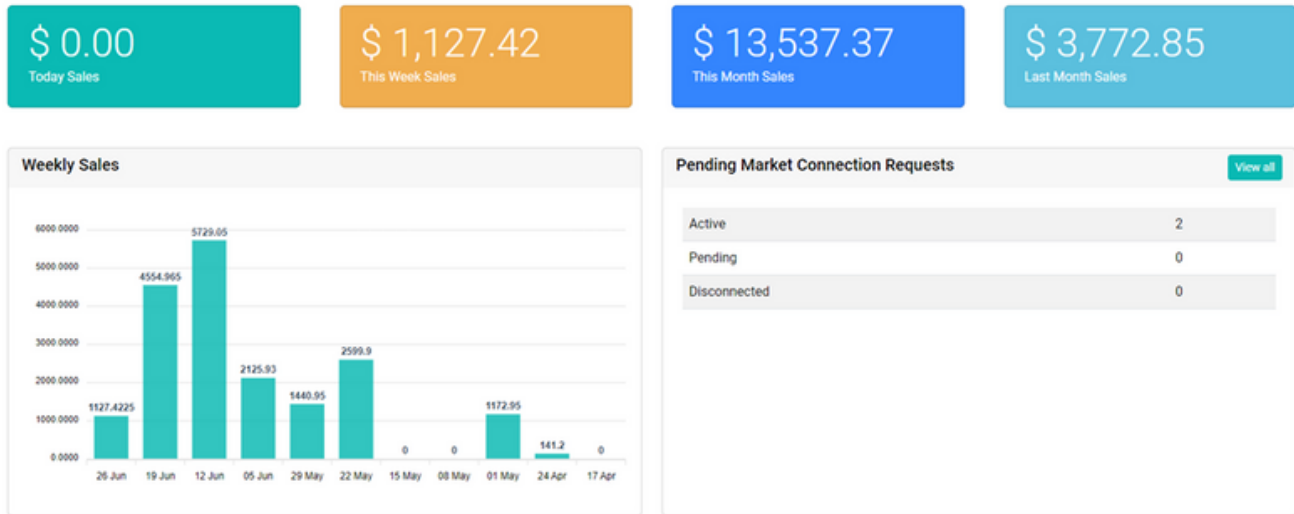
Showing 1 to 1 of 1 Page

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N: Viewing the Dashboard

The first part of the Dashboard shows a Sales bar graph and panels representing Sales from Today, This Week, This Month, and Last Month.

The section on the right shows Market connection request information.



Beneath the Sales figures there are sections that highlight "Pending Orders" and "Upcoming Deliveries" which contain links to the order numbers.

Pending Orders					
Order#	Date	Client	Total	Est Delivery Date	
PO-217216-02025	4/14/23	Cultivera-Business-1	\$36.00	4/18/23	
PO-217216-02024	4/14/23	Cultivera-Business-1	\$36.00	4/18/23	
PO-217216-02023	4/14/23	Cultivera-Business-1	\$36.00	4/18/23	

Upcoming Deliveries					
Order#	Date	Client	Status	Total	Est Delivery Date
PO-217217-02119	6/29/23	Cultivera-Business-2	Submitted	\$246.45	7/5/23
PO-217217-02118	6/29/23	Cultivera-Business-2	Submitted	\$106.94	7/4/23
PO-217216-02030	4/24/23	Cultivera-Business-1	Submitted	\$5.60	6/17/23
PO-217217-02047	5/1/23	Cultivera-Business-2	ReadyForDelivery	\$83.30	5/31/23
PO-217217-02043	5/1/23	Cultivera-Business-2	Submitted	\$60.00	5/10/23

CULTIVERA SUPPORT

If you have questions, reach out to our Support team by email for the fastest response: support@cultivera.com.