Pisgah Peaks Ventures

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Evolved Extraction Solutions Case Study

About Envolved Extraction Solutions

Maximize Yield, Streamline Operations, and Accelerate Profitability with Evolved Extraction Solutions.

Evolved Extraction Solutions manufactures high-performance cannabis extraction equipment. Their scalable systems include crystallizers, filtration tools, solvent inputs, and on-demand parts, supported by integration, training, and supply-chain optimization services.

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The Problems

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Marketing Wasn’t Driving Pipeline

Marketing and sales were disconnected. There wasn’t a reliable, repeatable engine for generating qualified leads.

Sales Team Was Underutilized

Sales reps were lacking fuel- they weren’t opening enough new opportunities, and growth was stagnant.

Lack of Strategic Focus & Founder Bottleneck

The founder was too deep in day-to-day operations, limiting big-picture progress and external brand building.

No Repeatable, Scalable Marketing Operations

Without a cohesive strategy or operational foundation, marketing couldn't scale or function independently.

Strategic Solutions

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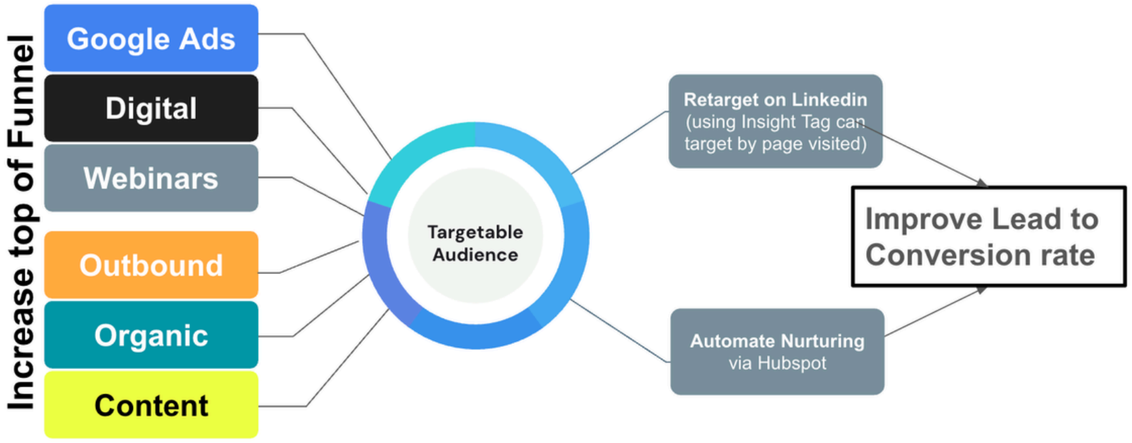
Thought Leader Ads (CEO-led)

- **Paid Media Campaigns**
  Google Ads, LinkedIn and outbound marketing
- **Enhanced Content Strategy**
  Execute Content Plan including webinars and seminars followed by personalized retargeting

Optimizing Funnel Efficiency

- **Complete HubSpot Setup**
  Engage Hubspot and its ecosystem to reduce fragmented tech stack and own single source of truth



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The Result

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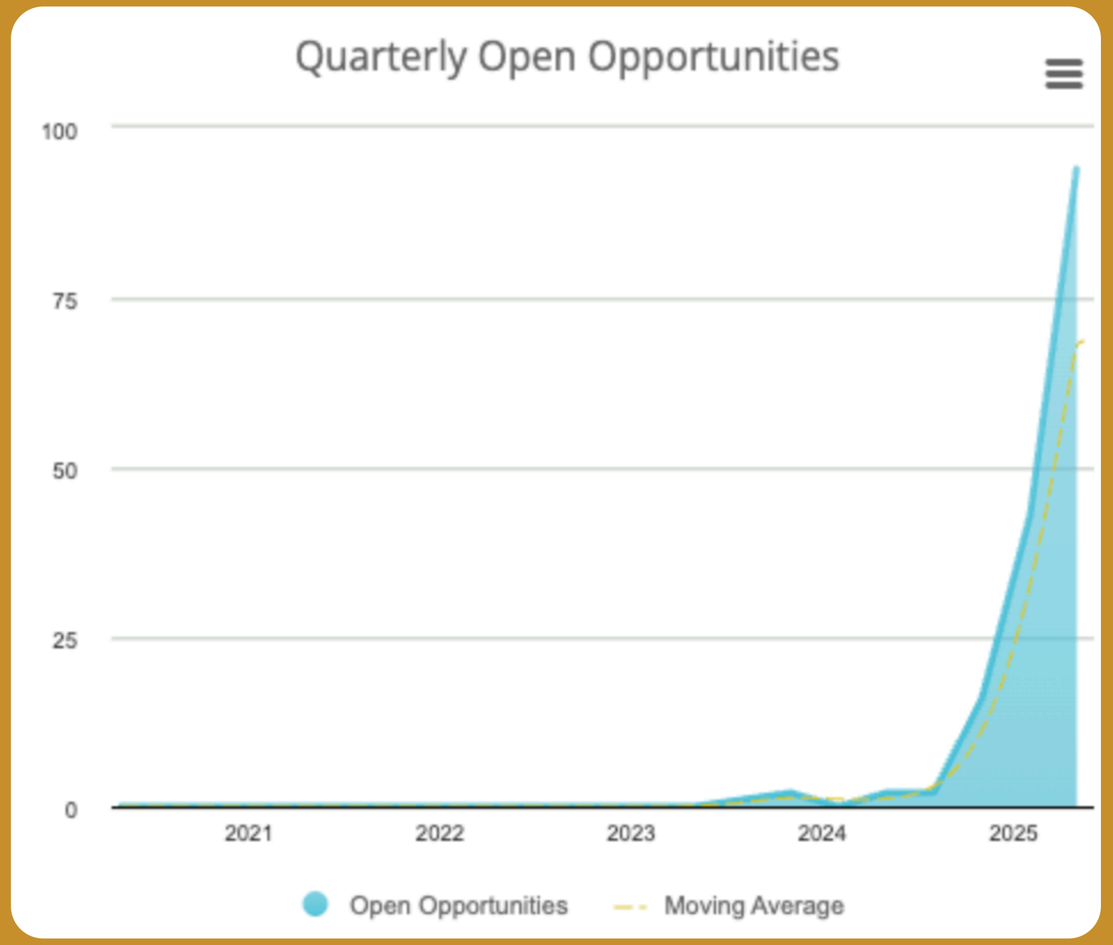
The team is generating more opportunities and entering hypergrowth mode.



Doubled the Pipeline for the sales team

INDICATOR	TODAY	THIS WEEK	THIS MONTH	LAST MONTH	THIS FQTD	LAST FQTD	THIS FYTD	LAST FYTD
Sales	$14,810	$80,014	$526,615	$1,137,777	$526,615	$752,631	$6,096,817	$3,805,541
New Customers	0	1	7	0	7	7	37	40

We sent the number of opportunities soaring.

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We established the funnel and achieved 132 MQLs in the past 9 months.

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