

blackrock-website-v2 Website Feedback

Black Rock site v2 — MGM-9 SOP revision

Copy deck + build notes · for preview.blackrockresources.com/blackrock-website-v2 · 11 Sept 2026 Design system, components, visuals and interactions stay as built. This changes copy, order, and adds two sections.

Include [blackrock logos, colours, typography](#) and [messaging](#) throughout

Status key: KEEP · TIGHTEN (same structure, new copy) · REWRITE · NEW · HOLD (don't publish until cleared)

0. Four things that shape every section

1. The rules moved again. On 25 Aug 2026 the DOJ announced the temporary Schedule I order for MGPI, MGM-15 and MGM-16. Any regulatory line on the site needs a "last reviewed" date and counsel initials. The approved hook still holds, because the rules are still moving.

2. A public page is not the deck. DEA's MGM-15/16 notice cited a vendor web page as evidence, and kept a copy after the vendor changed it. Treat every public sentence as a possible exhibit. The site can name MGM-9 as the subject of the SOP. It should never frame MGM-9 as a replacement for scheduled compounds. It should never say "not named" or "not on the list," and it should never use potency or receptor language. The differentiation argument belongs in the deck, shared in diligence.

3. The facility-scoring module uses powder-path data. These figures come from the powder conversion work, not the MGM-9 offer:

- Flour 7/10 "best target"
- 60–70% equipment reuse
- +\$90–200k mill train

MGM-9 is made by a chemistry-led process, so a flour mill can't produce it. The module also scores Extraction 8/10 above the "best target." Section 07 reframes it.

4. One figure overstates the source. The site says "2,250+ MT contracted monthly capacity." Tolling Proposal 4.4 says 2,250+ MT *available monthly once contracted*. Change the wording.

Page flow — before → after

#	Current site section	Revised section	Status
Hero	Be ready for the next chapter of your facility	You built the Kratom lab. Now the rules are moving.	REWRITE
01	Your processing lab is still an asset	Built for operators already winning	REWRITE
02	—	The SOP	NEW
03	—	Two ways in	NEW
04	Who we are + Supply & logistics	A supply principal, not a broker	TIGHTEN · merged · moved up
05	How we work (Source → Bridge)	The plan: how it starts + Leaf to Label	TIGHTEN · merged
06	Terms of the shape	What stays yours, on either path	TIGHTEN
07	Your building + Our technology	Where your facility sits + snapshot	REWRITE (module kept)
08	Questions & next step	Questions	REWRITE
09	Close	Close	REWRITE

Why this order:

- **Hero** names the reader and what they want.
 - **01** names the problem on three levels:
 - External: the market is shifting.
 - Internal: people depend on you.
 - Philosophical: you shouldn't have to bet the business.
 - **02–03** put the answer and the choice on screen by the third scroll.
 - **04** is the proof. It sits straight after the two paths so the numbers land on Path 2.
 - **05–06** are the plan: how it starts, what happens, and what stays yours.
 - **07** is the low-commitment next step: the facility fit snapshot.
 - **08** handles objections.
 - **09** closes on stakes and success.
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HERO — REWRITE

Eyebrow: LEAF TO LABEL · MGM-9 SOP

H1: You built the Kratom lab. Now the rules are moving.

Sub: Leaf to Label is the documented path to a next-generation concentrate line. Take the MGM-9 SOP on its own, or take it with a partner who carries supply, logistics and qualification.

Primary CTA: Check your facility fit **Secondary CTA:** See the two ways in ↓ *(anchor to 03)*

Remove: "Source. Convert. Bridge — capability that outlasts any one product." It conflicts with the five-stage name, and the H1 now does its job.

01 · WHO THIS IS FOR — REWRITE

H2: Built for operators already winning.

Body: You have a licensed facility, a trained team, and buyers who trust your paperwork. People depend on that: staff, families, customers. But the market underneath it is shifting.

Would you rather plan your next line now, while the business is strong, than react to it later?

This isn't a lifeline for a struggling lab but it's a new and documented engine for one that's already running.

Three pillars:

Title	Copy
Your lab is still the asset	Extraction capacity, analytical capability and a quality system that releases lots on paper. These are the hard part, and you've already built them.
A documented method rather than a bet	The SOP comes with analytical methods and lot-level documentation. Your next line starts from a written process.
A partner that stays	On the partnership path, we carry supply, logistics and qualification support, and we stay through validation. It's not a one-shipment handoff.

Closing line: Buy the capability, not the bet.

02 · THE SOP — NEW

H2: The SOP is the asset. Everything else is built around it.

Body: The SOP is a complete, documented procedure for producing MGM-9. It is written so an experienced U.S. extraction operator can run a controlled, repeatable line and prove every lot.

What's inside (*4-card grid*)

Card	Copy
The procedure	Step-by-step process documentation, from inbound material to released lot.
Analytical methods	Defined methods for identity and assay, so your QA team tests against a standard, rather than an estimate.
Specifications & COAs	Inbound and release specifications, with a lot-level COA and full traceability from leaf to concentrate.
Optional support	Formulation and regulatory documentation support, scoped per engagement and delivered alongside your counsel.

Strip — From bulk output to a finished product

Format	R&D runway
Capsule	~4 months
Buccal	~6 months
Transderma	~12 months
I	

[v2] One-time R&D setup fee per format, quoted in diligence.

Footer line: SOP provenance, IP structure and terms are shared under NDA in diligence.

03 · TWO WAYS IN — NEW

H2: Take the SOP. Or take the SOP with a partner.

Intro: The asset is the same either way. The difference is how much of the line you want to carry yourself.

Card — PATH 1 · THE SOP

Headline: You run the whole line.

For: Operators who already have extraction, analytical capability and their own supply chain.

You get:

- The MGM-9 SOP and analytical methods
- Specification and COA templates
- Implementation support through validation [*CONFIRM scope*]
- Optional finished-format R&D, plus formulation and regulatory documentation support

You bring: Your facility, licence, team, raw material and buyers.

[v2] Terms: SOP terms, plus an optional one-time R&D setup fee per format. Everything is set in writing after feasibility.

Choose this if: you want full control and you've already solved supply.

CTA: Explore the SOP path → (*snapshot, take people to the link ?path=sop*)

Card — PATH 2 · SOP + PARTNERSHIP

Headline: You run the line whilst we carry the messy middle.

For: Operators who want the SOP and a partner handling supply, logistics and qualification around it.

Everything in Path 1, plus:

- Principal leaf supply from 12 family-owned Southeast Asian farms
- Contract spec of 1.2% MIT minimum, 1.4% target, with a COA every lot
- Export documentation, customs, tariffs and freight to your dock
- Conversion planning against the equipment you already own
- Volume terms from pilot batch to 100–1,000+ MT/month
- Optional downstream alignment, scoped per partnership

You bring: Your facility, licence, team and production.

[v2] Terms: SOP terms plus a supply and processing agreement. The split is defined in writing before the first container ships.

Choose this if: you'd rather run your line than build an international supply chain.

CTA: Explore the partnership → *(snapshot, take people to the link ?path=partnership)*

Comparison table *(under the cards)*

	Path 1 · SOP	Path 2 · SOP + Partnership
MGM-9 SOP & analytical methods	✓	✓
Implementation against your equipment	✓	✓
Qualification support	Scoped	✓
Finished-format R&D	Optional	Optional
Raw material supply	You	Us
Customs, tariffs, freight	You	Us
Downstream alignment	—	Optional
Your brand and buyers	Yours	Yours

04 · WHO WE ARE — TIGHTEN · MERGED · MOVED UP

Placed straight after the two paths so the proof backs Path 2. Merges the old "Who we are" and "The engine under Path 2" sections.

H2: A supply principal, not a broker.

Body: Black Rock Consultancy LLC is the bridge between a cooperative of family-owned farms in Southeast Asia and U.S. processing labs. We take principal positions in the supply we sell, and we stay through qualification.

Stats:

Figure	Label
700+	Containers cleared in 2025
12	Family-owned farm partners
2,250+ MT	Available monthly once contracted <i>(was "Contracted monthly capacity")</i>

The engine under Path 2

H3: The supply chain under the partnership is already running.

Body: We supply raw material as a principal, run the logistics, and consult on the line that processes it. What you manufacture is your product, under your licence and our job is to have the leaf, the paperwork and the plan ready when you are.

Card	Copy
Sourcing & documentation	Farm-direct lots with origin, handling and per-shipment documentation your QA team can sign off. Inbound spec is 1.2% MIT minimum and 1.4% target, with a COA every lot.
Logistics & customs	Export paperwork, customs, tariffs and freight to your dock. One team, one document trail.
Facility consulting & qualification	Implementation planning against the equipment you own, then specification and SOP support through validation.

Disclaimer (KEEP): Specifications, certificates of analysis, and volume terms are provided in diligence. Nothing on this page is a supply commitment or an offer.

05 · THE PLAN — TIGHTEN · MERGED

How it starts, then what happens. Merges the "Both paths start the same way" strip (was in 03) with Leaf to Label.

H2: Leaf to Label. Your facility stays yours.

Strip — Both paths start the same way

1. **Facility fit snapshot:** a short questionnaire that recommends a path.
2. **15-minute discovery call:** we confirm whether it's real, for both sides.
3. **Feasibility:** a walkdown and a written memo with a recommended path and a cost range.
4. **Terms in writing:** nothing is committed before this step.

No commitment over \$25k without a compliance checkpoint.

The five stages

Sub: You keep the licence, the team and the customer relationships. Path 2 runs all five stages. Path 1 starts at Convert.

#	Stage	Tag	Copy
0 1	Source	Path 2	Documented lots from 12 family-owned farm partners, spec'd before they ship.
0 2	Ship	Path 2	Export documentation, customs, tariffs and freight to your dock, with the document trail intact.
0 3	Convert	Both	The SOP implemented against the equipment you already own, not a generic plant design.
0 4	Qualify	Both	Specifications, analytical methods and SOP support through validation, alongside your QA team.
0 5	Label	Optional	Finished-format R&D and downstream alignment when you're ready. Your brand stays yours.

Stage 5 is renamed from "Bridge" to "Label" to match the offer name. [CONFIRM stage 5 is operational, not aspirational.]

This section should be visual as much as it is informative - with symbols / diagrams that display what we're talking about at each step

06 · WHAT STAYS YOURS — TIGHTEN

H2: What stays yours, on either path.

Item	Copy
Your facility	No equity position, no operational control.
Your licence	It stays in your name.
Your team	We support them through validation & we don't replace them.
Your brand and buyers	Your customer relationships stay yours - where we introduce buyers on Path 2, it's scoped in writing.
Your economics	Path 1: your output, your margin. Path 2: the split is agreed in writing before the first container ships.

Your decision Nothing is committed until feasibility is done and terms are signed.

Footer (KEEP): If any of that isn't what you want, this may not be the right offer for you, and it's worth saying early. What you make, sell, and represent to your buyers remains your responsibility as the licensed operator.

Two lines were removed until confirmed:

- "No exclusivity demanded on your side." SOP terms may carry exclusivity. [CONFIRM]
- "You keep the spread." This isn't true under a Path 2 revenue share.

07 · WHERE YOUR FACILITY SITS — REWRITE (keep the roof-off visual)

A low-commitment step for readers not ready to book a call.

H2: Every facility starts from a different place.

Body: Fit for an MGM-9 line comes down to three things:

- Extraction capability
- In-house analytical work
- A quality system that already releases lots on paper

The snapshot shows where you stand on each, and which path fits.

Replace the facility tabs *(keep the Reuses / Needs retrofit / Net-new legend):*

Tab	Label	Line
Extraction + in-house lab	Strongest starting point	Usually a Path 1 or Path 2 conversation from day one.
Extraction, outsourced testing	Workable	Analytical capability is typically the first gap.
Dry-milling / flour line	Not an MGM-9 fit on its own	Better suited to our botanical powder supply path. [create a link to other landing page]

Remove the numeric scores (7/10, 8/10, 7.5/10), the 60–70% reuse figure and the +\$90–200k figure. Show "Scored in feasibility" until real MGM-9 facility data exists. [CONFIRM fit criteria with Scott.]

Snapshot block — TIGHTEN

Eyebrow: OUR TECHNOLOGY **H2:** See what your facility can take on before you commit a dollar.

Bullets:

- Room-by-room equipment walkdown
- Reuse / retrofit / net-new scoring
- Cost ranges by line

CTAs: See your facility fit → · Try the Layout Builder → (*both KEEP*)

Cut: "People Plus Technology — Experts to See What's Possible." The new H2 carries it.

08 · QUESTIONS — REWRITE

H2: The questions serious operators ask first.

Which path is right for me? If you already have supply and want full control, start with Path 1. If you'd rather not build an international supply chain around a new line, start with Path 2. The facility fit snapshot recommends one, and the discovery call confirms it.

Can my facility make MGM-9? It's a chemistry-led process, not a milling one. Facilities with extraction capability and in-house analytical work are the natural fit. If yours isn't, feasibility will tell you early, before you spend on it.

Where does MGM-9 sit with regulators? [*COUNSEL + last-reviewed date*] Federal scheduling actions in 2026 covered several kratom-related compounds, and the landscape is still moving. Nobody can promise you a regulatory environment. What we can do is help you build a line that's documented to stand up to scrutiny. Your state and licence position is reviewed with your counsel at the start of discovery.

What does it cost?

v1: It depends on the path, your facility and your volume, so we quote after feasibility, in writing. Nothing over \$25k is committed without a compliance checkpoint.

[v2]:

- **Path 1:** SOP terms, plus an optional one-time R&D setup fee per finished format.
- **Path 2:** SOP terms, plus a supply and processing agreement.

Everything is quoted after feasibility, in writing. We don't publish terms, and nothing over \$25k is committed without a compliance checkpoint.

What don't you do? We don't give legal advice, sell to consumers, take equity or operational control, or promise outcomes that depend on facts we haven't verified. Our regulatory documentation support works alongside your counsel, never instead of them. This site addresses licensed business operators only.

Which states can you work with? (*KEEP*) Eligibility depends on your state's current requirements and is reviewed at the start of discovery, with your counsel, not instead of them.

09 · CLOSE — REWRITE

H2: Plan your next line while the business is strong.

Success line [*NEW*]: Your next line documented, supplied and qualified, with the facility, licence and brand still yours.

Body: Start with where your facility stands. Take the facility fit snapshot for a written read on your building and the path that fits. Or write to us: a person reads every message.

CTAs: Check your facility fit (*primary*) · Email Peter Swartz, Founder & CEO [*INSERT EMAIL*]

Holds and confirmations

Item	Section	Status	Owner
UMD / Aurora provenance	02	HOLD. Deck only, after counsel sign-off	Counsel
Three-star general	—	HOLD. Recommend never on the public site	Peter
\$4.43M SOP figure	02	HOLD. Unpublished either way	Peter
IP split	02, 06	HOLD	Counsel
India extractor / Indonesia lab / nicotine line	04	HOLD. Verify, then counsel	Scott
Analytical method validation status	01, 02	CONFIRM before adding "validated"	Scott

Path 1 implementation support scope	03	CONFIRM	Scott / Peter
"Regulatory services" vs "no regulatory advice"	02, 08	RECONCILE wording	Counsel
COA accreditation (ISO 17025 lab?)	03, 04	CONFIRM before naming the standard	Ops / QA
Buccal format named publicly	02	FLAG. DEA's July release lists dissolvable strips among 7-OH product forms	Counsel
Exclusivity under SOP terms	06	CONFIRM	Peter
Stage 5 "Label" operational	05	CONFIRM	Peter
MGM-9 facility fit criteria	07	CONFIRM	Scott
Regulatory FAQ	08	Counsel initials + date	Counsel
Peter's Black Rock email	09	INSERT	Peter

v2 backlog — SOP terms (next week)

v1 ships with every [v2] item hidden. v2 adds the Terms blocks to both path cards, the R&D fee line, and the detailed cost answer, once Peter and Scott answer:

1. Licence or purchase?
2. What the partner pays and when: is \$4.43M the price, is it upfront or staged against gates, and is there a royalty?
3. Exclusivity (territory or state) and term length.
4. What Path 1 implementation support includes: months, on-site or remote.
5. Which IP the partner keeps.
6. R&D setup fee per finished format.
7. How Path 2 changes the economics: reduced, deferred or offset SOP fee; processing split basis; whether buyback/offtake is included.

Structure goes on the site; figures stay under NDA.

Never on the public site

Add these to the existing build-failing grep:

- **Status claims:** not named · not on the list · not scheduled · outside the schedule
- **Replacement framing:** replacement / alternative / successor to 7-OH, MGM-15, MGM-16
- **Pharmacology:** potency comparisons · receptor · opioid
- **Safety claims:** safe · less addictive · well tolerated · no side effects
- **Medical claims:** treats · cures · medicine · relief
- **Wrong vocabulary:** program (use SOP) · contracted monthly capacity
- **Outcome claims:** guaranteed · approved · compliant
- **Pricing:** per-kg or per-container pricing · margin tables

Search: keep "MGM-9" out of the title tag and meta description, and consider **noindex** on this page. This market arrives through outreach, not search. Ranking for "MGM-9" pulls consumer queries the page shouldn't be answering.

Suggested meta:

- **Title:** Leaf to Label · SOP & Lab Partnerships | Black Rock
- **Description:** A documented SOP for a next-generation concentrate line — on its own, or with a partner carrying supply, logistics and qualification.