

Getting It Right the First Time



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## Legal Disclaimer

This webinar is for informational purposes only.  
Nothing in it should be construed as legal advice.  
Cannabis remains a federally illegal substance.  
Always seek legal counsel.



# Overview

1. Choosing Your Path
2. How it Starts
3. Business Planning & Capital Requirements
4. Location
5. Team Building
6. Considerations / Limiting Factors / Barriers to Entry
7. Applications
8. Common Pitfalls
9. Post-Application / Pre-License
10. Closing and Questions

# Presenters



JAY CZARKOWSKI

Founding Partner



TYLER STRATFORD

Director of Client Operations



GREG HUFFAKER III

Program Manager



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RATED #1  
CONSULTING  
FIRM BY:

CANNABIS BUSINESS EXECUTIVE  
**CBE** 

# BUILDING THE CANNABIS INDUSTRY

AS

ENTREPRENEURS



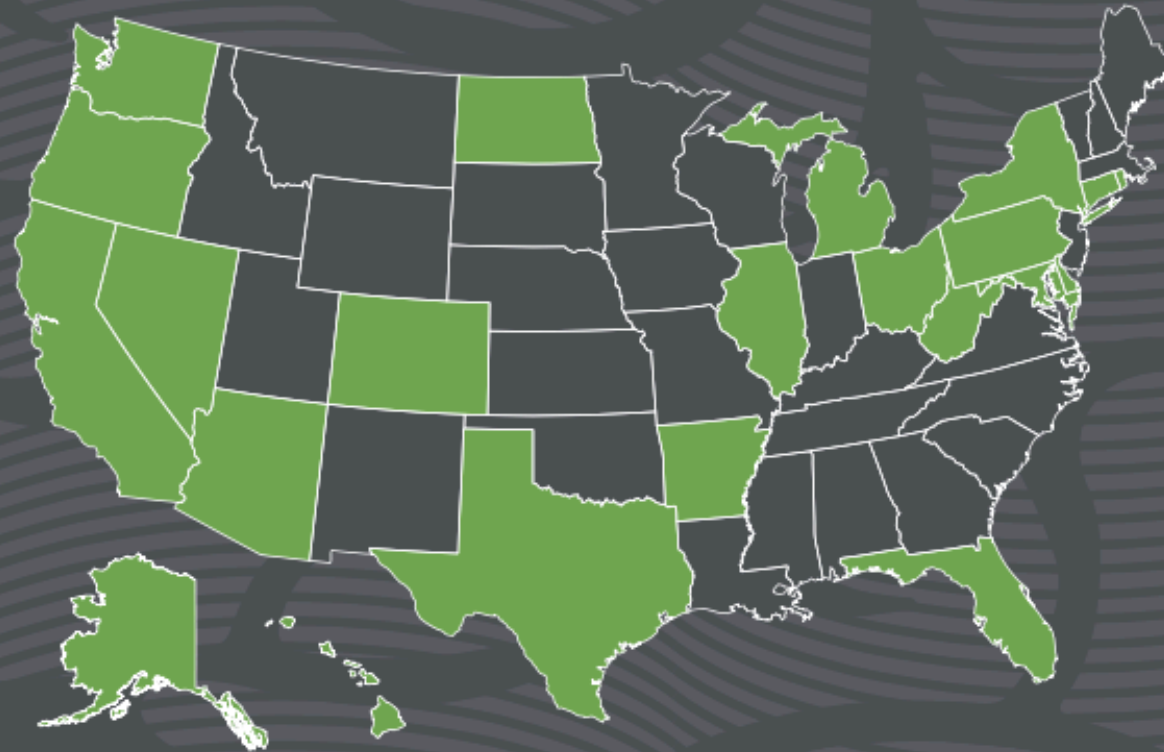
INVESTORS



ADVOCATES

**80+** years of cannabis industry  
experience with client work in

**23** states, plus Puerto Rico,  
Guam, and Canada.



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#thinkcanna



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# Who we are

## BUILDING THE CANNABIS INDUSTRY

An example of what we do:

Grover Beach, California

- Worked with client to shape vision of company
- Wrote application
- Created presentation
- Assisted client with pursuing other projects



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# Choosing Your Path

Have you determined which sector(s) of the industry are the best fit?

- Dispensary
- Manufacturing
- Cultivation





# Choosing Your Path

- Branding /developing business goals and mission/values
- Exit plan
- Risk tolerance
- Constant change

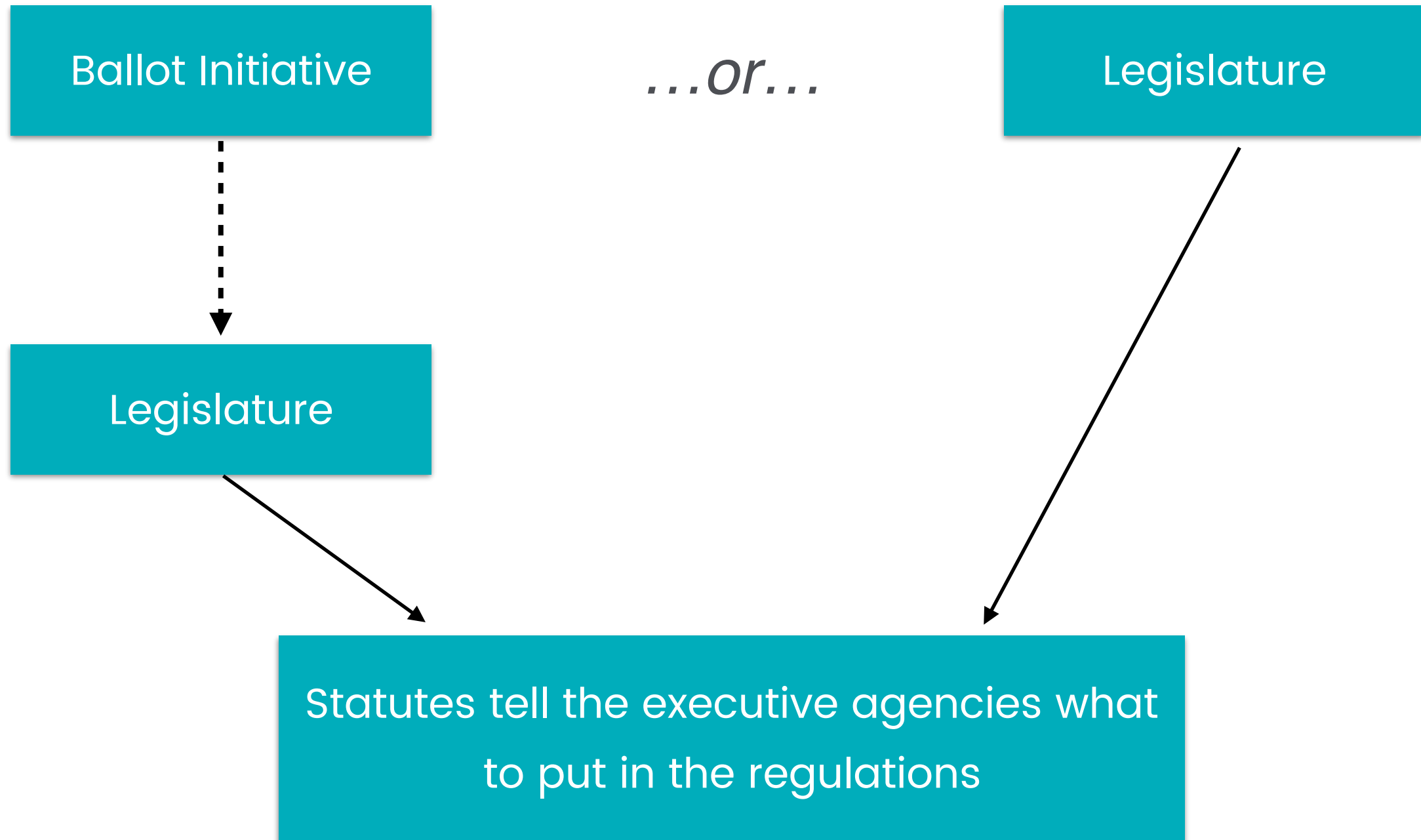


# How it Starts



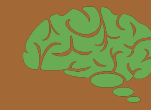
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# How it Starts



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# How it Starts



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Statutes tell the executive agencies what  
to put in the regulations



States have executive agencies then write regulations.

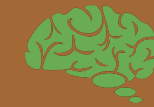
This can be anywhere between 1 to 12 agencies

Regulations are very important for understanding gaps in  
knowledge in a statute.

They also often provide guidance about when deadlines  
for applications will be.



# How it Starts



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Regulations are very important for understanding gaps in knowledge in a statute.

They also often provide guidance about when deadlines for applications will be.



The agency in charge of applications will then release each application, instructions, and additional information (such as Q&As) as directed by the regulations

Instructions and additional information may vary from the statute and/or regulations



# Business Planning & Capital Requirements

- Financial model
- Building quick/slower, sustainable growth
- Know market and anticipate delays

## Location

- Real estate
- Community outreach
- Districts & divisions



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## Team Building

- Who is needed to run operation?
- Culture fit
- Personality
- Investor expectations/management
- Caution: friends & family

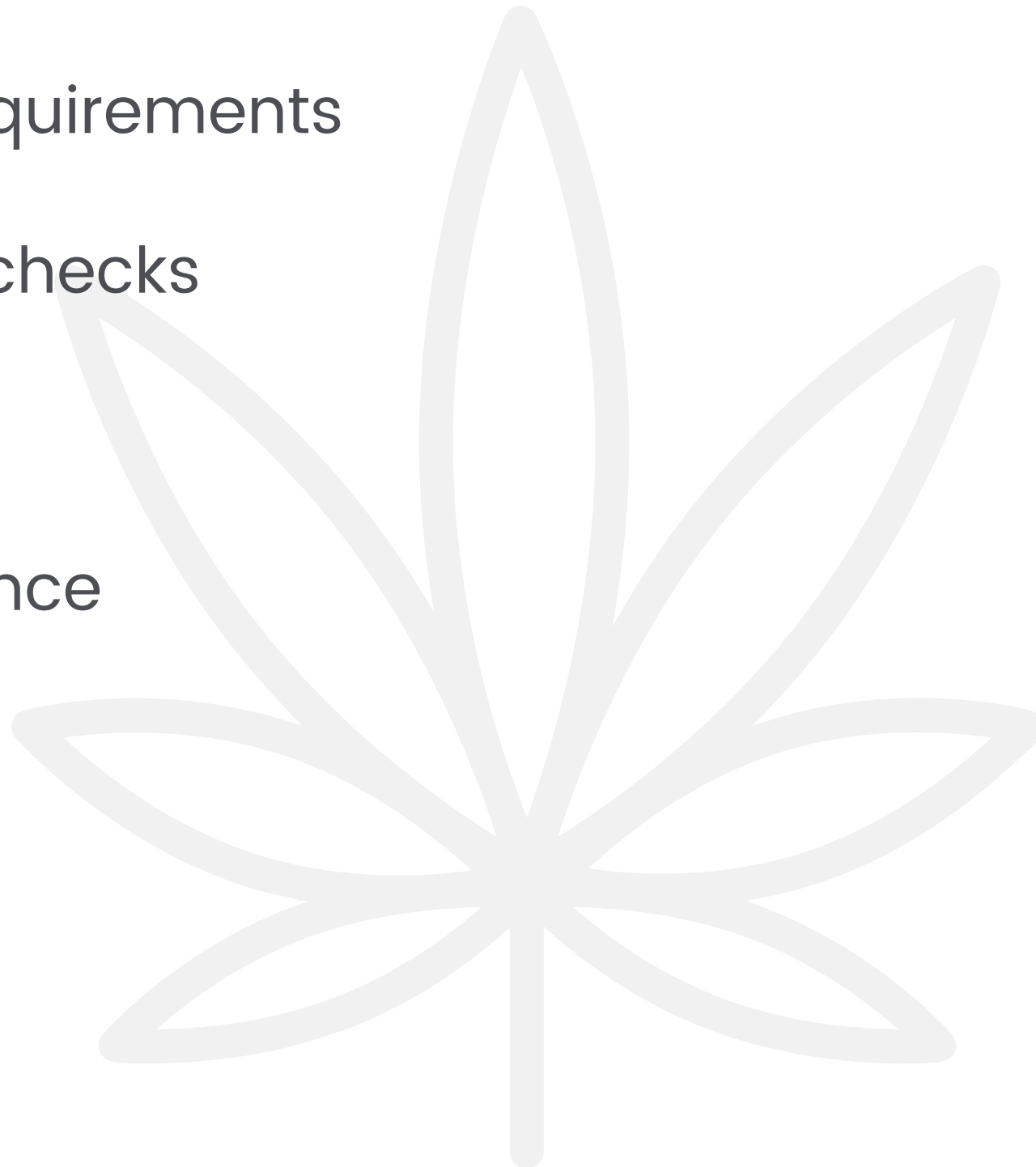




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## Considerations / Limiting Factors / Barriers to Entry

- Residency requirements
- Background checks
- Property
- Local assistance



# Applications

- Common requirements v. unique requests
- Time consuming little stuff
- Page limits & other instructions
- Paper v. electronic
  - Time for printing/scanning
  - Prepare for site going down/technical issues



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# Common Pitfalls & Watch-outs

- Not having \$ soon enough
- Why templates don't work
- Application assembly
- Too many cooks in the kitchen
- Always be honest, lawful & transparent
- Getting distracted by shiny objects that don't add value
- Trust, but verify



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# Post-Application / Pre-License

- Be available for questions
- Continue to stay engaged with local community
- Education for team and community
- Move forward so you are ready for announcement
- Keep lobbyist ready
- Banking



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# What we do



## Business Development

Launch your business with our help



## Brand Development

Build a brand that resonates



## Licensing Application

State license application & procurement



## Facility Design

Cultivation, manufacturing & dispensary design



## Post-License Operation Support

Sustain momentum after winning your license



## Operations Management

Standardize for operational efficiencies



## Compliance

Navigate regulatory compliance issues



## Expansion Services

Scale your business successfully



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