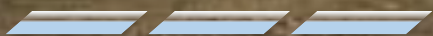


Strategic Impact Partners

Own the Future.



– Cannabis Enterprise
Development Capabilities –



Uniquely Equipped to Serve the Cannabis Industry

Strategic Impact Partners works with cannabis companies, their leadership teams and investor groups, to prepare their enterprises for accelerated growth. We apply the right capabilities at each phase of the development cycle.

SIP supports capitalized teams or entities within the plant-touching segment – cultivators, manufacturers, testing laboratories, distributors and retailers – to achieve the organizational maturity required to drive each new phase of enterprise growth and revenue success while building for eventual exit options.

One of the greatest advantages that SIP offers its cannabis industry clients is our uncommon breadth of experience in the strategic, operational and competitive contexts that these pioneering organization leaders must navigate every day.

Our team colleagues have logged years in the trenches – conceptualizing, architecting, implementing, scaling and accounting for the solutions that will be required to advance the enterprise development goals.

All of us are currently, or have been, senior enterprise executives, strategic and operational management consultants, Board and Advisory Board members, university educators and corporate training developers, and subject matter experts.

As financing matchmakers on behalf of our cannabis enterprise clients, we leverage our diverse relationship network that includes private equity firms, investor groups, wealth managers, UHNW/family enterprise trusted advisors, family offices and other operating influencers to secure the right relationships for the long-term potentiality of all parties.

Meet Your SIP Team



Art Stewart ^{MPM}
MANAGING PARTNER



Dave Miner ^{BSC}
CANNABIS PRACTICE LEAD



Alec Alessandra ^{MBA}
SENIOR STRATEGIST



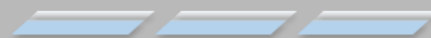
Phillip Thomas ^{MBA}
SENIOR STRATEGIST



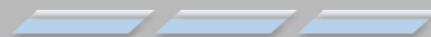
Katharine Dome ^{BA}
PRACTICE ADMINISTRATOR



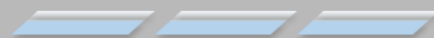
STAGE	PRIORITY AGENDA	SIP CAPABILITIES
<p>Preliminary Formation or Very Early Stage Traction; Seeking Capital</p>	<p>Identifying investors, developing relationships, pivoting into negotiation. Properly preparing investor documentation and presentation: strategy, content, delivery.</p>	<ul style="list-style-type: none"> ▪ Positioning the Entity for Investment <ul style="list-style-type: none"> Development of Funding Strategies for Implementation Planning Uses of Cash Development and Production of Financial Documents Creation of Cap Tables and Waterfalls Development of Business Plan Business Case and Competitive Capabilities Value Propositions and Messaging Productization and Commercialization Strategy ▪ Analysis-Vetting of Prospective Financial Sources <ul style="list-style-type: none"> Discernment and Qualification of Investor Groups ▪ Investor Relationship Development and Scaling <ul style="list-style-type: none"> Skills Mastery – Executive Coaching (Individual and Team) Knowing/Operating Within the Mind of the Investor Investor Pitch Content and Packaging Scripting and Delivery-Presentation Coaching Strategic Matchmaking Direct Introductions, Trust Building, Relationship Scaling Negotiation Guidance and Support: Financing Terms Financial-Related Support (Lining Up/Closing Financing) Collaboration with Legal Counsel and Other Trusted Advisors



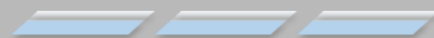
STAGE	PRIORITY AGENDA	SIP CAPABILITIES
<p data-bbox="173 201 606 375">Formation of Team and Initial Assets, having Private Seed Funding or in Pre-Raise</p> <p data-bbox="173 1001 606 1086">Acquisition of Business Operating License</p>	<p data-bbox="715 201 1360 329">Acquiring the people, assets and initial resources to compete for licensing and establish an entity.</p> <p data-bbox="715 1001 1360 1179">Due Diligence Process involving fulfillment of operational, logistical, financial and legal requirements to qualification, submission and awarding.</p>	<ul data-bbox="1411 201 2397 1129" style="list-style-type: none"> ▪ Competitive Market Analysis Psycho-Socio-Political-Cultural-Economic Context Target Markets Qualification, Definition and Segmentation New Growth and Revenue Opportunities Discovery ▪ Business Plan and Competitive Strategy Development SWOT Analysis ▪ Competitive Assets Inventory and Assessment Products, Services, Knowledge and IP, Technology ▪ Strategic Partnerships, Business Alliances and Vendor Vetting Research and Qualification Recruitment and Negotiation Partnership Agreements ▪ Guidance on Preparation of Filing Documents ▪ Filing Strategy



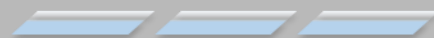
STAGE	PRIORITY AGENDA	SIP CAPABILITIES
<p>Go-to-Market Planning</p>	<p>The interim period between having funding in place or pending capitalization when market penetration plans must be created, validated and structured for implementation readiness.</p>	<ul style="list-style-type: none"> ▪ Risk Assessment and Mitigation Recommendations Public Interest Liabilities (Social Impact Audits) Leadership/Competitive Risk Profile Ethics Risk and Management System Development of Monitoring, Measurement and Reporting Procedures ▪ Actionable Revenue Growth, Marketing and Sales Development Plans Capacity Assessment and Alignment Managerial, Human Capital, Operational, Financial, Assets/IP, Brand Business Development Operations Process Design and Systems; Digital Initiatives ▪ Market Mapping Visualization of Various Scenarios Exploitable Competitor Vulnerabilities Growth Context Drivers Product or Service Market Penetration White Space Pricing Dynamics and Opportunities via Product Feature Sets ▪ Customer Experience Strategy Design of Customer Touch Point Lifecycle Customer Service Content Platform Development ▪ Creation of Brand Content Platform Product, Corporate and Sales Messaging ▪ Stakeholder (Customer) Value Surveys and Analysis Integration of Findings into Business Plan



STAGE	PRIORITY AGENDA	SIP CAPABILITIES
<p>Post-Licensing: Establishment of Business Entity</p>	<p>Building out the physical location and establishing an operational footprint. Securing the personnel and other human capital requirements, establishing the operational infrastructure, finalizing the fiduciary obligations, and building out the delivery model from production to consumption.</p>	<ul style="list-style-type: none"> ▪ Development of Governance and Management Structure Board of Directors Clarification of the Board Strategic Priorities Alignment with the Executive Team Agenda ▪ Advisory Board Development of Board Vision, Mission and Bylaws Development of Operational Framework Candidate Identification, Vetting and Recruiting Alignment with Executive Team and Agenda ▪ Creation of Business Operations Model Organizational Chart; Role Profiles and Functionality Model Culture of Excellence and Agile Structures to Support Lean Business Behaviors ▪ Leadership Team Development Competency and Skills Assessment ▪ Leadership Training (Individual and Team) ▪ Executive Coaching (Individual and Team) ▪ Custom Training Programs Production and Delivery of Training Curriculum



STAGE	PRIORITY AGENDA	SIP CAPABILITIES
<p>Operational Liftoff</p>	<p>Launching of operations and initial growth phase optimization. Perfecting the business mission with market realities. Continuous improvement, TQM, trouble-shooting and course correcting; scaling of various business components, building a market presence and seizing share of customers via branding, marketing and merchandizing/sales activities.</p>	<ul style="list-style-type: none"> ▪ Planning, Development and Implementation Guidance <ul style="list-style-type: none"> Strategic <ul style="list-style-type: none"> Network Optimization Strategic Procurement (Make vs. Buy, Co-Manufacturing, etc.) Tactical <ul style="list-style-type: none"> Inventory Control S&OP Cost Reduction/Avoidance Lean Cannabis and Six Sigma Methodologies
<p>Ready for Next-Stage Scaling and Growth</p>	<p>Research, analysis and planning for business diversification, operational expansion and organizational development to support larger market footprint as well as new financial complexities.</p>	<ul style="list-style-type: none"> ▪ Development of Ethical Code of Conduct and Supplier Code of Conduct ▪ Due Diligence to Determine Next-Stage Readiness <ul style="list-style-type: none"> Assessment of Current Business Performance and Making Operations Review of Human Capital Capabilities; Personnel Needs and Role Functionality Recommendations on Infrastructure Enhancements and Process Improvements Strategies for Next-Stage Branding and Marketing
<p>Poised for Exit</p>	<p>Consistent business performance over time, improved real valuation, and gaining of market/customer leadership to a point of acquirer attraction.</p>	<ul style="list-style-type: none"> ▪ Facilitating and Expediting the Exit Process to Next Level Owners



Thank You!
Let's Get Started...

Art Stewart
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as@artstewart.com