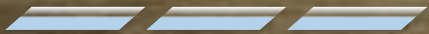


Strategic Impact Partners

Own the Future.

– Growth, Development, and
Expansion Capabilities
for Innovation-Driven
Multi-State Cannabis Operators –



Differentiated, Scalable Solutions to Key Challenges in MSO Expansion

Whether through acquisition, a strategic partnership or Joint Venture, a contract manufacturer relationship or replication of a successful existing business model in a new state market, **Strategic Impact Partners (SIP)** is uniquely equipped to facilitate development of your **MSO expansion strategy** and its **operational implementation**.

One of the greatest advantages that SIP offers is our **uncommon breadth of experience** in the strategic, operational, and competitive contexts that you must navigate every day. We've **logged years in the trenches** conceptualizing, architecting, implementing, scaling, and accounting for the solutions that are required to advance your development goals.

SIP can support **site selection** and the **infrastructure requirements** for any state market. Our partners include land acquisition specialists with a cannabis fund that will provide capital for qualifying operators and their building projects. SIP's regional relationships include design-build teams of contractors, architects, and engineers as well as legal and financial experts who are known for marquee industry projects in cannabis cultivation, processing, and manufacturing facilities.

As a consultant in the early pioneering phase of legal cannabis, SIP team members acquired 20+ **municipal permits and state licenses** for clients in California. We provide **end-to-end project management** throughout the license application process and can analyze your Standard Operating Procedures through the lens of the **very particular regulations** of your next target state market to ensure full compliance.

Product consistency is critical for MSOs moving into new state markets and **operations excellence** drives product consistency. SIP's strategic sourcing experts can ensure MSOs implement the most advanced supply chain practices to align the quantity and quality of critical inputs with consistent brand excellence. **Customer delight** can reach new heights with SIP's legacy experience in revenue building go-to-market programs.

Upon determination of your next target market, the SIP team of experienced professionals can help you **raise capital** for a new building, tenant improvements, OpEx/SG&A, and inventory. Our deep bench of seasoned veterans have led raises in the millions of dollars for a range of enterprises in the last few years alone.

As **financing matchmakers** on behalf of our cannabis or adjacent industry 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



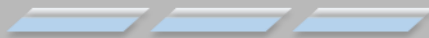
Phillip Thomas ^{MBA}
SENIOR STRATEGIST



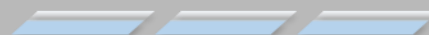
Katharine Dome ^{BA}
PRACTICE ADMINISTRATOR



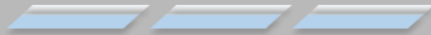
CHALLENGE	PRIORITY AGENDA	SIP CAPABILITIES
<h1 style="text-align: center;">Expansion Strategy</h1>	<p>Discern and clarify the purpose for expansion; document SMART goals and responsible resources.</p> <p>Determine the expansion target market(s), score the market factors, compare alternatives, select the best new state market.</p> <p>Clarify all options and pathways, identify and score alternatives, select the expansion method, plan an executable strategy.</p>	<ul style="list-style-type: none"> ▪ Whiteboard Planning and Mapping Session <ul style="list-style-type: none"> ‣ Document the Expansion Vision (out 10 years) ‣ Document the Expansion Goals (out 1-3 years) ‣ Develop SMART Goals ‣ Narrow down the Expansion Methods (e.g., a non-plant touching brand company would likely seek out a contract manufacturing partner in a new state market that would own the supply chain for the brand in that market.) ‣ Assign Resources and Responsibility ▪ State Market Analysis <ul style="list-style-type: none"> ‣ Assess Key Factors for each target state market, including: <ul style="list-style-type: none"> Political and Regulatory Dynamics - Medical vs. Recreational License Availability Supply/Capacity vs. Demand Outlook Tax Implications ‣ Develop and Validate a Short List of Target States ‣ Competitive State Market Analysis <ul style="list-style-type: none"> Psycho-Socio-Political-Cultural-Economic Context Market Qualification, Definition, and Segmentation New Growth and Revenue Opportunities Discovery ‣ Recommend Markets ▪ Determine the Best Method for Expansion <ul style="list-style-type: none"> ‣ Identify Options: Within the selected state market, explore and determine the best options for expansion ‣ Score Alternatives: Assess all expansion alternatives, compare the pros and cons (SWOT) utilizing a weighted scoring tool ‣ Recommend the Expansion Method: Present the analysis and recommend the clearest pathway forward ‣ Develop an Expansion Business Plan and Competitive Strategy



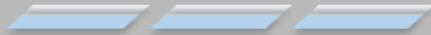
CHALLENGE	PRIORITY AGENDA	SIP CAPABILITIES
<h2 style="text-align: center;">Capital Raise</h2>	<p>Scope the raise goal that's adequate and aligned with the expansion agenda.</p> <p>Prepare investor documentation and presentation tools: financials, messaging content, delivery.</p> <p>Identify investors, develop relationships, make the pitch, nail the negotiation.</p>	<ul style="list-style-type: none"> ▪ Align the Financial Ambitions <ul style="list-style-type: none"> ‣ Develop a Scoping Document to determine the amount required for expansion, considering: <ul style="list-style-type: none"> Building Tenant Improvements OpEx/SG&A Inventory ‣ Conduct a Gap Assessment to determine the amount required based on current assets, cash-on-hand, and defensible valuation ▪ Differentiate Through Investor Collateral <ul style="list-style-type: none"> ‣ Develop or enhance an expansion financial model (Pro forma bundle), investor pitch deck, and PDF flyer ▪ Analysis-Vetting of Prospective Financial Sources <ul style="list-style-type: none"> ‣ Discern and qualify aligned investor targets ▪ Advance Investor Relationships <ul style="list-style-type: none"> ‣ Client Team Skills Mastery: Individual and Team Coaching <ul style="list-style-type: none"> Knowing and Operating within the Mind of the Investor ‣ Client Team Investor Interactions and Personal Branding <ul style="list-style-type: none"> Honing Messaging Delivery Effectiveness ‣ SIP Strategic Matchmaking <ul style="list-style-type: none"> Direct Introductions Trust Building Relationship Scaling Presentation Facilitation and/or Support Negotiation Guidance and Support to Closing



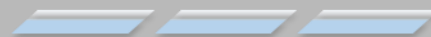
CHALLENGE	PRIORITY AGENDA	SIP CAPABILITIES
<p data-bbox="173 348 519 394">Infrastructure</p> <p data-bbox="173 882 519 993">Licensing and Regulation</p>	<p data-bbox="631 202 1233 285">Conduct rapid-fire land identification, suitability, and acquisition.</p> <p data-bbox="657 345 1207 474">Support the financial underwriting process to determine qualification and any leasing stipulations.</p> <p data-bbox="616 534 1248 662">Assemble and contract SIP's dream team of design-build professionals: general contractor, architect, engineer.</p> <p data-bbox="616 862 1258 1039">Acquire the necessary municipal permits and state licenses, master host community relationships, and maintain regulatory compliance.</p>	<ul style="list-style-type: none"> <li data-bbox="1294 154 1559 188">▪ Site Selection <ul style="list-style-type: none"> <li data-bbox="1330 205 2344 274">✦ Identify potential land/properties within a cannabis “green zone” and in operational proximity to a demand center(s) <li data-bbox="1330 279 2395 348">✦ Work with SIP's land acquisition partner to tie up parcels for development, conduct engineering evaluation and permitting as required <li data-bbox="1294 391 2298 425">▪ Financing for Qualified Operators and Building Projects <ul style="list-style-type: none"> <li data-bbox="1330 442 2395 511">✦ Shepherd preparation, and contribute to the production, of all required documentation for a successful outcome in the Fund underwriting process <li data-bbox="1294 554 1961 588">▪ Mobilize a Design-Build Dream Team <ul style="list-style-type: none"> <li data-bbox="1330 605 2395 708">✦ Assemble the most suitable team of exceptional construction contractors, architects, engineers, and other professionals aligned with the specifics of the cannabis client's facility needs and vision <li data-bbox="1294 751 2283 785">▪ Nail Permits, Licenses, and Host Community Relations <ul style="list-style-type: none"> <li data-bbox="1330 802 2395 945">✦ Manage the application process for municipal permitting and state licenses <ul style="list-style-type: none"> <li data-bbox="1375 839 2283 873">Determine the best project license types (e.g., CUP, HCA, other) <li data-bbox="1375 879 2247 913">Project manage end-to-end, including document development <li data-bbox="1375 919 2186 953">Manage third-party resources (e.g., architects, engineers) <li data-bbox="1330 951 2395 1093">✦ Develop and execute a Host Community outreach strategy <ul style="list-style-type: none"> <li data-bbox="1375 988 2328 1022">Facilitate community group convenings, Town-City Council hearings <li data-bbox="1375 1028 2395 1093">Build project public consensus through targeted relationship development at the local, regional, and state levels <li data-bbox="1330 1099 2395 1202">✦ Review all project SOPs (Standard Operating Procedures) to ensure team capabilities and project capacity can meet ongoing state-specific regulatory compliance <li data-bbox="1330 1208 2395 1276">✦ Facilitate design, operations, and functional adherence to various required or competitively advantageous certifications (e.g., GMP, HACCP, ISO, etc.)



CHALLENGE	PRIORITY AGENDA	SIP CAPABILITIES
<p>Product Consistency</p> <p>Operations Excellence</p>	<p>Apply sophisticated approaches to sourcing and supplier relations to optimize operational velocity and supply throughput. Reduce threats to business continuity and product exposure to risk.</p> <p>Accelerate scaling, rapidly increase capacity, deepen capabilities to capture opportunity junctures.</p>	<ul style="list-style-type: none"> ▪ Strategic Sourcing, Supply Chain Operations, Risk Reduction <ul style="list-style-type: none"> ↳ Supply Chain Strategic Planning <ul style="list-style-type: none"> Supply Chain-Value Chain Analysis Development of a multi-year supply chain integration plan ↳ Supplier Relationship Management <ul style="list-style-type: none"> Supplier Innovation-Knowledge Transfer ↳ Supply Chain Operations <ul style="list-style-type: none"> Business process design and automation Current and Future State Analysis Strategic Sourcing process design and mapping New and existing products: Market Penetration Plan integration ↳ Supply Chain Risk Management Process <ul style="list-style-type: none"> Brand Liability Mitigation Strategy Business Continuity Strategy Scenario Planning; Externality Forecasting; Disruption Contingency Planning Develop a Supplier Code of Conduct <ul style="list-style-type: none"> Align operational conformance for intuitive compliance ↳ Supply Chain Operations Talent Development <ul style="list-style-type: none"> Procurement function professionalization ▪ Interim Management or C-Suite Team Backfill <ul style="list-style-type: none"> ↳ C-Suite interim role fulfillment: COO, CSCO/CPO, CMO, CRO ↳ Leadership Team Development <ul style="list-style-type: none"> Competency and Skills Assessment Leadership Training (Individual and Team) Executive Coaching (Individual and Team)



CHALLENGE	PRIORITY AGENDA	SIP CAPABILITIES
<p>Grow an Existing or Build a New Customer Base</p>	<p>Gain new clarity on what's required to keep winning your ideal customer and customize your revenue growth program according to the new state market context.</p> <p>Map the competitive terrain and address gaps to engineer a truly differentiated customer experience that sustains new levels of delight.</p>	<ul style="list-style-type: none"> ▪ Actionable Revenue Growth, Marketing, and Sales Development Plans <ul style="list-style-type: none"> ‣ Assess and align the enterprise capacity for new revenue Managerial, human capital, operational, financial, assets/IP, brand ‣ Design or enhance end-to-end business development operations Fine-tune the revenue growth process and systems, including integration of digital initiatives ‣ Produce or augment a revenue growth/marketing/sales plan, P&L accountable and interdependent with the expansion plan ▪ Market Mapping <ul style="list-style-type: none"> ‣ Develop a visualization for: <ul style="list-style-type: none"> Various scenarios including exploitable competitor vulnerabilities The context drivers of enterprise-project growth Product or service market penetration white space Pricing dynamics ▪ Customer Experience Strategy <ul style="list-style-type: none"> ‣ Design the customer touch points lifecycle ‣ Develop the customer service content platform ‣ Develop or enhance product, enterprise (corporate) and sales messaging ▪ Customer (Multi-Stakeholder) Value Surveys <ul style="list-style-type: none"> ‣ Design and execute the survey; produce the analytics ‣ Integration of findings into the expansion plan or in-state business plan, investor-shareholder relations program, valuation strategy



Thank You!
Let's Get Started...

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