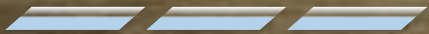


# Strategic Impact Partners

Own the Future.

– Growth, Development, and  
Competitiveness Capabilities  
for Innovation-Driven  
Cannabis Industry Enterprises –



*August 2021*



# Differentiated, Scalable Solutions to Enterprise Growth and Market Value

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 cannabis enterprise **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 along with design-build teams of contractors, architects, and engineers in addition to legal and financial experts – all known for their success creating 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**, stay ahead of and complete the complex **compliance requirements**, and help implement a culture of **quality consistency** through the lens of the **very particular regulations** of your next target state market.

**Product consistency** is critical for brands expanding nationally and MSOs establishing new local state footprints. **Operations excellence** drives product consistency. SIP's strategic sourcing, quality assurance, and compliance experts can ensure your enterprise can utilize the most advanced supply chain practices to align the quantity and quality of critical inputs with your consistent **brand excellence**. **Customer delight** can reach new heights with SIP's 25+ years of legacy experience in revenue-building, valuation driving go-to-market programs. We help CEOs and brands break out and influence through impactful **Thought Leadership** programs.

Our team produces the required results, in part, by leveraging our diverse relationship network that includes private equity firms, investor groups, wealth managers, UHNW/family enterprise trusted advisors, family offices, corporate C-suites and other operating influencers. We secure the right relationships for the long-term potentiality of all parties.

# Meet Your SIP Team



Art Stewart MPM  
MANAGING PARTNER



Dave Miner BSC  
SENIOR STRATEGIST - CANNABIS



Alec Alessandra MBA  
SENIOR STRATEGIST



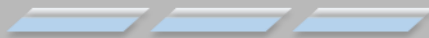
Mike Regan MBA  
SENIOR ANALYST



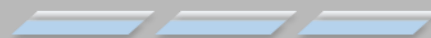
Yan Hai MA/Sc  
COMPLIANCE/QUALITY  
MANAGEMENT STRATEGIST



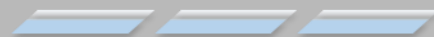
CHALLENGE	PRIORITY AGENDA	SIP CAPABILITIES
<p>Plan and Execute an Expansion Strategy</p>	<p>Discern and clarify the purpose for expansion; document SMART goals and responsible resources.</p> <p>Determine the expansion target market(s), score the market factors, compare alternatives, select the best new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



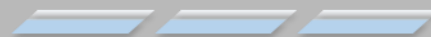
CHALLENGE	PRIORITY AGENDA	SIP CAPABILITIES
<p data-bbox="236 411 545 461">Capital Raise</p> <p data-bbox="160 1046 619 1265">Hone a Brand and Develop Messaging for Transformational Impact</p>	<p data-bbox="708 265 1363 348">Scope the raise goal that's adequate and aligned with the expansion agenda.</p> <p data-bbox="708 715 1363 751">Identify investors, develop relationships.</p> <p data-bbox="708 1072 1363 1203">Get the messaging and tools right that will resonate effectively for building new constituencies in the target state market.</p>	<ul style="list-style-type: none"> <li data-bbox="1411 175 1951 211">▪ <b>Align the Financial Ambitions</b> <ul style="list-style-type: none"> <li data-bbox="1442 225 2395 439">♦ Develop a <b>Scoping Document</b> to determine the amount required for expansion, considering:               <ul style="list-style-type: none"> <li data-bbox="1493 301 1607 329">Building</li> <li data-bbox="1493 337 1819 365">Tennant Improvements</li> <li data-bbox="1493 372 1671 401">OpEx/SG&amp;A</li> <li data-bbox="1493 408 1625 436">Inventory</li> </ul> </li> <li data-bbox="1442 446 2384 515">♦ Conduct a <b>Gap Assessment</b> to determine the amount required based on current assets, cash-on-hand, and defensible valuation</li> </ul> </li> <li data-bbox="1411 565 2313 601">▪ <b>Analysis-Vetting of Prospective Financial Sources</b> <ul style="list-style-type: none"> <li data-bbox="1442 615 2079 644">♦ Discern and qualify aligned investor targets</li> </ul> </li> <li data-bbox="1411 658 1995 694">▪ <b>Advance Investor Relationships</b> <ul style="list-style-type: none"> <li data-bbox="1442 708 2288 776">♦ Client Team Skills Mastery: Individual and Team Coaching Knowing and Operating within the Mind of the Investor</li> <li data-bbox="1442 783 2265 852">♦ Client Team Investor Interactions and Personal Branding Honing Messaging Delivery Effectiveness</li> <li data-bbox="1442 859 1854 1001">♦ SIP Strategic Matchmaking Direct Introductions Trust Building Relationship Scaling</li> </ul> </li> <li data-bbox="1411 1051 2359 1086">▪ <b>Differentiate via Tools and Influence Communication</b> <ul style="list-style-type: none"> <li data-bbox="1442 1100 2109 1129">♦ Produce a comprehensive messaging system</li> <li data-bbox="1442 1136 2428 1205">♦ Develop or enhance MSO marketing materials specifically purposed for the organization's new market expansion</li> <li data-bbox="1442 1212 2407 1280">♦ Identify targets, develop differentiated content to drive an impactful Thought Leadership program</li> </ul> </li> </ul>



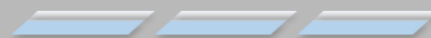
CHALLENGE	PRIORITY AGENDA	SIP CAPABILITIES
<p>Infrastructure</p> <p>Licensing and Regulation</p> <p>Achieve Compliance Manage Risk Meet and Exceed Quality Standards</p>	<p>Conduct rapid-fire land identification, suitability, and acquisition.</p> <p>Assemble and contract SIP’s dream team of design-build professionals: general contractor, architect, engineer.</p> <p>Acquire the necessary municipal permits and state licenses, master host community relationships, and maintain regulatory compliance.</p> <p>Design processes and policies that engage intuitively. Support easy conformity for exceeding compliance as a competitive edge.</p>	<ul style="list-style-type: none"> <li>▪ <b>Site Selection</b> <ul style="list-style-type: none"> <li>‣ Identify potential land/properties within a cannabis “green zone” and in operational proximity to a demand center(s)</li> <li>‣ Work with SIP’s land acquisition partner to tie up parcels for development, conduct engineering evaluation and permitting as required</li> </ul> </li> <li>▪ <b>Mobilize a Design-Build Dream Team</b> <ul style="list-style-type: none"> <li>‣ 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> </ul> </li> <li>▪ <b>Nail Permits, Licenses, and Host Community Relations</b> <ul style="list-style-type: none"> <li>‣ Manage the application process for municipal permitting and state licenses               <ul style="list-style-type: none"> <li>Determine the best project license types (e.g., CUP, HCA, other)</li> <li>Project manage end-to-end, including document development</li> <li>Manage third-party resources (e.g., architects, engineers)</li> </ul> </li> <li>‣ Develop and execute a Host Community outreach strategy               <ul style="list-style-type: none"> <li>Facilitate community group convenings, Town-City Council hearings</li> <li>Build project public consensus through targeted relationship development at the local, regional, and state levels</li> </ul> </li> </ul> </li> <li>▪ <b>Conform-Comply for a Pathway to Durable Competitiveness</b> <ul style="list-style-type: none"> <li>‣ Review/write all project SOPs (Standard Operating Procedures)               <ul style="list-style-type: none"> <li>Ensure team capabilities and project inputs meet ongoing state-specific regulatory compliance</li> </ul> </li> <li>‣ Facilitate design, operations, and functional adherence to various required or competitively advantageous certifications (e.g., GMP, HACCP, ISO, etc.)</li> <li>‣ Develop a Quality Assurance Program and System               <ul style="list-style-type: none"> <li>Conduct Data Analysis, Gap/Risk Assessments</li> </ul> </li> <li>‣ Provide technical writing of Validation Reports and Protocols</li> </ul> </li> </ul>



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"> <li>▪ <b>Strategic Sourcing, Supply Chain Operations, Risk Reduction</b> <ul style="list-style-type: none"> <li>↳ <b>Supply Chain Strategic Planning</b> Supply Chain-Value Chain Analysis Development of a multi-year supply chain integration plan</li> <li>↳ <b>Supplier Relationship Management</b> Supplier Innovation-Knowledge Transfer</li> <li>↳ <b>Supply Chain Operations</b> Business process design and automation Current and Future State Analysis Strategic Sourcing process design and mapping New and existing products: Market Penetration Plan integration</li> <li>↳ <b>Supply Chain Risk Management Process</b> Brand Liability Mitigation Strategy Business Continuity Strategy Scenario Planning; Externality Forecasting; Disruption Contingency Planning Develop a Supplier Code of Conduct Align operational conformance for intuitive compliance</li> <li>↳ <b>Supply Chain Operations Talent Development</b> Procurement function professionalization</li> </ul> </li>   <li>▪ <b>Interim Management or C-Suite Team Backfill</b> <ul style="list-style-type: none"> <li>↳ C-Suite interim role fulfillment: COO, CSCO/CPO, CMO, CRO</li> <li>↳ Leadership Team Development Competency and Skills Assessment Leadership Training (Individual and Team) Executive Coaching (Individual and Team)</li> </ul> </li> </ul>



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. 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"> <li>▪ <b>Actionable Revenue Growth, Marketing, and Sales Development Plans</b> <ul style="list-style-type: none"> <li>♦ Assess and align the enterprise capacity for new revenue Managerial, human capital, operational, financial, assets/IP, brand</li> <li>♦ Design or enhance end-to-end business development operations Fine-tune the revenue growth process and systems, including integration of digital initiatives</li> <li>♦ Produce or augment a revenue growth/marketing/sales plan, P&amp;L accountable and interdependent with the expansion plan</li> </ul> </li> <li>▪ <b>Market Mapping</b> <ul style="list-style-type: none"> <li>♦ Develop a visualization for: <ul style="list-style-type: none"> <li>Various scenarios including exploitable competitor vulnerabilities</li> <li>The context drivers of enterprise-project growth</li> <li>Product or service market penetration white space</li> <li>Pricing dynamics</li> </ul> </li> </ul> </li> <li>▪ <b>Customer Experience Strategy</b> <ul style="list-style-type: none"> <li>♦ Design the customer touch points lifecycle</li> <li>♦ Develop the customer service content platform</li> <li>♦ Develop or enhance product, enterprise (corporate) and sales messaging</li> </ul> </li> <li>▪ <b>Customer (Multi-Stakeholder) Value Surveys</b> <ul style="list-style-type: none"> <li>♦ Design and execute the survey; produce the analytics</li> <li>♦ Integration of findings into the expansion plan or in-state business plan, investor-shareholder relations program, valuation strategy</li> </ul> </li> </ul>





Thank You!  
*Let's Get Started...*

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