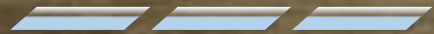


# Strategic Impact Partners

Own the Future.

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



*Updated February 2023*



# Meet Your SIP Cannabis Team



Art Stewart <sup>MPM</sup>  
MANAGING PARTNER  
CONSCIOUS LEADERSHIP,  
MANAGEMENT AND GOVERNANCE



Scott Berman <sup>BSc</sup>  
SENIOR ASSOCIATE – CANNABIS



Alec Alessandra <sup>MBA</sup>  
SENIOR STRATEGIST – NEXT-GEN SUPPLY  
CHAIN OPERATIONS LEADERSHIP



Chris Warshaw <sup>MBA</sup>  
RISK AND MATERIALITY ASSESSMENT;  
REGULATORY IMPACT ANALYSIS;  
SUSTAINABILITY PROFILING-MODELING



Yan Hai <sup>MA/Sc</sup>  
GLOBAL COMPLIANCES STRATEGIES  
AND PROGRAM CONFORMANCES;  
TQM SYSTEMS ARCHITECT-STRATEGIST



Keith Darcy, <sup>MBA</sup>  
SENIOR STRATEGIST - SCRUTINY &  
REPUTATION RISK MANAGEMENT; ESG; E&C





# Differentiated, Scalable Solutions to Enterprise Growth and Market Value

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Strategic Impact Partners (SIP) works with **smart, ambitious, and purpose-driven** cannabis industry organizations. For us and our clients with whom we collaborate, it's all about their customer.

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, SIP is uniquely equipped to facilitate further development of your cannabis enterprise as you expand and deepen your customer relationships.

Our advantage includes an **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 very challenges and solutions that you require to advance your development goals.

The SIP team optimizes the alignment of your internal systems, processes, infrastructure, and human capital functionality to **close the gaps between your internal operations and your external in-market strategy** to maximize organizational, people, and brand impact. Our strategic and tactical capabilities, supported by first-rate accelerated execution, declaw you from the continuous loop of frenetic reactions to others and clear a new path to securing more of the right customers and other stakeholders. That shifts your market position to where competitors scramble in response to you.

*We can help you:*

- Advance your leadership and management models
- Mature your governance practices
- Produce your business case, pro forma, and market positioning
- Devise a growth and organization development strategy
- Design the business development infrastructure and scaling map
- Engineer your customer experience lifecycle
- Build your brand's customer stickiness via micro-targeted digital engagement
- Nurture multi-stakeholder relationships using data driven, content compelling, programmatic advertising solutions
- Undertake a risk analysis and produce a strategy for regulatory compliance
- Produce an environmental management plan, a sustainability model, and Codes of Conduct
- Design a proportionate and effective ESGC (ESG for Cannabis) program fit for your unique context



# Differentiated, Scalable Solutions to Enterprise Growth and Market Value

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Our technology partnerships help us leverage customer data (behavioral patterns, needs expression, etc.) without the use of Google and Facebook via a combination of your private data, and our third-party data, to produce place-based impressions. With Twitter now open for cannabis engagement, we can expand your multichannel effectiveness and achieve a more robust integrated touch point strategy. Customer delight can reach new heights with SIP's 25+ years of legacy experience in revenue building, valuation driving go-to-market programs.

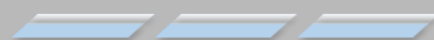
SIP's **ESGC (ESG for Cannabis)** strategy and program development capabilities can ensure your enterprise deploys the **most advanced practices** to align the quantity and quality of critical inputs with **consistent, compliant standards of operations excellence**. Public cannabis and adjacent industry operators across the value chain are facing increasing accountability, scrutiny, and regulation from multiple stakeholder interests. As the industry matures, it will need to quickly conform to any number of ESG standards in order to align its methods and means to revenue performance, EBITDA, profitability, and valuation with transparency, disclosure, and compliance demands.


Private cannabis companies are freer to customize SIP's ESG for Cannabis capabilities for specific proactive value creation and new risk management initiatives. For them, ESG can be a key driver to enhanced competitive advantage, market value, and enterprise valuation.

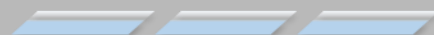
SIP team resources comprise former CEOs and current private company Board directors, a Fortune 100 global supply chain leader and a chief human capital officer, a big pharma TQM/EU-GMP practitioner, real estate acquisition specialists, design-build teams of contractors, architects, and engineers in addition to legal and financial experts. All of them have been successful in their careers of origin and are now creating marquee projects in cannabis. We use 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 to secure the right relationships for the long-term potentiality of our clients.



CHALLENGE	PRIORITY AGENDA	SIP CAPABILITIES
Plan and Execute a Workable and Results Producing Go-To-Market or Expansion Strategy	<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>♦ Architect and Document the Expansion Vision</li> <li>♦ Develop SMART Goals</li> <li>♦ Narrow down the Expansion Methods</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: Political and Regulatory Dynamics <ul style="list-style-type: none"> <li>Medical vs. Recreational License Availability</li> <li>Supply/Capacity vs. Demand Outlook</li> <li>Tax Implications</li> </ul> </li> <li>♦ Develop and Validate 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: Best expansion options within selected state market</li> <li>♦ Score Alternatives: Assess and compare all expansion alternatives, pros and cons (SWOT); utilize weighted scoring tool</li> <li>♦ Recommend the Expansion Method: Present analysis with clearest pathway forward</li> <li>♦ Develop an Expansion Business Plan and Competitive Strategy</li> </ul> </li> </ul>

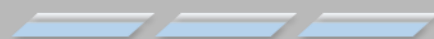


CHALLENGE	PRIORITY AGENDA	SIP CAPABILITIES
<p>Build-Grow Your Customer Base via Sustainable Brand Stickiness and Loyalty</p> 	<p>Gain new clarity on what's required to keep winning your ideal customer and specify your revenue growth program according to the new state market context.</p> <p>Map the competitive terrain and address gaps to engineer a truly differentiated customer experience that sustains new levels of delight.</p>	<ul style="list-style-type: none"> <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: Various scenarios including exploitable competitor vulnerabilities The context drivers of enterprise-project growth Product or service market penetration white space Pricing dynamics</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; SOPs; S&amp;OP</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>

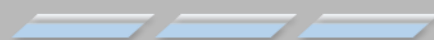






CHALLENGE	PRIORITY AGENDA	SIP CAPABILITIES
Develop Authentic and Resourceful Multi-Stakeholder Relationships	Master host community relationships; maintain regulatory PR/public affairs strategy and execution.	<ul style="list-style-type: none"> <li>▪ <b>Conform-Comply for a Pathway to Durable Competitiveness</b> <ul style="list-style-type: none"> <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>Build the Infrastructure for TQM/GMP/All Standards Optimized Operations</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 a Data Analysis; Gap/Risk Assessment</li> </ul> </li> <li>‣ Provide technical writing for Validation Reports; protocols</li> </ul> </li> <li>▪ <b>ESG for Growth, Competitiveness, Value Creation, and New Risk Management; Coaching and C-Leader Branding</b> <ul style="list-style-type: none"> <li>‣ Invest in the right scope and focus of ESG methods and strategies aligned with your unique context.               <ul style="list-style-type: none"> <li>Read more about <a href="#">our ESG platform capabilities</a> for your enterprise...</li> </ul> </li> <li>‣ Engage in “<b>The New C-Leader</b>” Coaching from Art Stewart and Keith Darcy. <a href="#">Read more here.</a></li> </ul> </li> </ul>
Achieve Compliance; Meet and Exceed Quality Standards	Design processes and policies that engage intuitively. Support easy conformity for exceeding compliance as a competitive edge.	
Use ESG to Inject Real New Value and Better Manage Risk	Strengthen existing assets, design new platform architecture, produce content, re-engineer go-to-market touchpoint lifecycle. Leverage ESG approaches to improve new risk management and drive value creation.	
Successfully Manage Public Dynamics of Crisis-Disruption Issues	Deploy your CEO as the market face of the brand; configure internal support mechanisms to be ‘response ready’.	

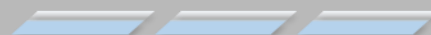


CHALLENGE	PRIORITY AGENDA	SIP CAPABILITIES
Achieve Flawless Product Consistency	<p>Apply proven approaches to sourcing and supplier relations to optimize operational velocity and supply throughput.</p> <p>Understand and proportionately address ESG risks. Reduce threats to business continuity and product exposure to risk.</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> <ul style="list-style-type: none"> <li>Supply Chain-Value Chain Analysis</li> <li>Development of a multi-year supply chain integration plan (w/ESG); Supplier Code of Conduct</li> <li>Align operational conformance for intuitive compliance</li> </ul> </li> <li>♦ <b>Supplier Relationship Management</b> <ul style="list-style-type: none"> <li>Supplier Innovation-Knowledge Transfer</li> <li>Supplier reporting, accountability, compliance, benchmarking, survey</li> <li>ESG-CSR-E&amp;C compliance protocols</li> </ul> </li> <li>♦ <b>Supply Chain Operations</b> <ul style="list-style-type: none"> <li>Business process design and automation (including ESG)</li> <li>Current and Future State Analysis</li> <li>Strategic Sourcing process design and mapping</li> <li>New and existing products: Market Penetration Plan integration</li> </ul> </li> <li>♦ <b>Supply Chain Risk Management Process</b> <ul style="list-style-type: none"> <li>Brand Liability Mitigation/Business Continuity Strategy; Disruption Management; Scenario-Contingency Planning; externality Forecasting</li> </ul> </li> <li>♦ <b>Supply Chain Operations Talent Development</b> <ul style="list-style-type: none"> <li>Procurement function professionalization</li> </ul> </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, CCRO</li> <li>♦ Leadership Team Development <ul style="list-style-type: none"> <li>Competency and Skills Assessment</li> <li>The New C-Leader: SIP Leadership Training and Executive Coaching (Individual and Team)</li> </ul> </li> </ul> </li> </ul>
Reaching and Sustaining Industry-Redefining Operations Excellence	<p>Accelerate scaling, rapidly increase capacity, deepen a multidisciplinary approach for upscaled capabilities to capture more opportunities learner, and at lower cost.</p>	

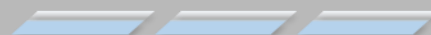




CHALLENGE	PRIORITY AGENDA	SIP CAPABILITIES
<p>Create a Capitalization Strategy with Full Toolbox to Compel Investment</p>  <p>Create Your Brand Universe, Zone, and Story as a Customer Ecosystem Unto Itself</p>	<p>Scope the raise goal that's aligned with the expansion agenda. Create the business case, essential plan docs, and tools for recruiting key stakeholders.</p>  <p>Get the messaging and tools right that will resonate effectively for engendering perpetual constituent recruitment and (user) community building – market to market, initiative to new customer(s).</p>	<ul style="list-style-type: none"> <li>▪ <b>Scope Out Ambitions; Produce Compelling Content</b> <ul style="list-style-type: none"> <li>♦ Develop a <b>Scoping Document</b> to determine the amount required for expansion, considering building, tenant improvements, OpEx/SG&amp;A, inventory</li> <li>♦ Conduct a <b>Gap Assessment</b> to determine the amount required based on current assets, cash-on-hand, and defensible valuation</li> <li>♦ Conceptualize and produce enterprise <b>Business Plan, Strategy Roadmap, SOPs, Governance</b> documentation (Code of Conduct; Board bylaws)</li> <li>♦ Develop a Pro forma: <b>Financial Model and Narrative; Waterfall; investor Pitch Deck, Uses of Cash, Investor Questionnaire</b></li> </ul> </li> <li>▪ <b>Differentiate to Influence</b> <ul style="list-style-type: none"> <li>♦ Produce a comprehensive messaging system</li> <li>♦ Develop or enhance marketing materials</li> <li>♦ Identify targets, develop differentiated content to drive an impactful Thought Leadership program</li> <li>♦ Maintain internal readiness for seizing a leadership position out of unanticipated public relations situations/market-competitor activities</li> <li>♦ Monitor, advise, and execute on opportunistic PR issues</li> <li>♦ Support new market host community relations via strategies, tactics, outreach and presentation support</li> </ul> </li> <li>▪ <b>Transact with Powerful Messaging</b> <ul style="list-style-type: none"> <li>♦ Create messaging for web sites; direct customer engagement; corporate positioning; public policy, economic empowerment, cannabis industry diversity issues (Thought Leadership); media relations; investor relations (current deck), investor and partnership pitches; presentation scripts.</li> </ul> </li> </ul>



CHALLENGE	PRIORITY AGENDA	SIP CAPABILITIES
<p data-bbox="155 182 624 325">Effectively Differentiate Your Brand to Attract Needed Resources</p>  <p data-bbox="155 1071 624 1163">Own Your Customer Relationships</p>	<p data-bbox="708 172 1368 344">Architect a web of recurring, compelling, sequential relationship touch points across your multi-stakeholder domain to drive organic stickiness.</p> <p data-bbox="715 1062 1360 1233">Achieve durable and resilient customer relations on a continuum with state-of-the-art place based micro engagement.</p>	<p data-bbox="1411 125 2423 168"><b>▪ Thought Leadership to Drive Valuation and Brand Equity</b></p> <ul data-bbox="1447 177 2415 958" style="list-style-type: none"> <li>♦ Produce a comprehensive messaging system</li> <li>♦ Identify media, public and private institutions, individual leaders, industry operating influencers and other channels within the cannabis, agricultural/farming, organics, natural resource, food and beverage and other adjacent vertical subsets of the Rebel Spirit national expansion strategy for a Thought Leadership (TL) outreach campaign.</li> <li>♦ Target appropriate publishing, speaking, and other dissemination opportunities (i.e., conferences, symposia, public sector/interest convenings, etc.).</li> <li>♦ Conduct day-to-day execution of the campaign strategy: <ul data-bbox="1505 586 2364 958" style="list-style-type: none"> <li>Facilitate and support earned media opportunities</li> <li>Write and place bylined articles</li> <li>Secure interview opportunities</li> <li>Negotiate and support speaking engagements</li> <li>Identify, vet, and negotiate editorial partnerships</li> <li>Secure brand endorsers and champions</li> <li>Execute collaborative, mutually beneficial promotion activities</li> <li>Use SM and subscribed tools, along with SIP's extensive databases and relationship network, to engage with top tier influencers</li> </ul> </li> </ul> <p data-bbox="1411 1001 1926 1043"><b>▪ Data-Driven Micro Targeting</b></p> <ul data-bbox="1447 1052 2415 1308" style="list-style-type: none"> <li>♦ Devise a programmatic advertising campaign of media buys across multiple channels</li> <li>♦ Leverage compliant endemic and non-endemic digital properties</li> <li>♦ Analyze data for monetization opportunities</li> <li>♦ Review and exploit performance analytics</li> <li>♦ Create audience segments utilizing scrubbed customer data</li> <li>♦ Expand the messaging audience via look alike modeling</li> </ul>



Thank You!



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