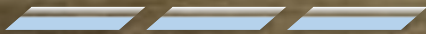


Strategic Impact Partners

Own the Future.

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



Updated May 2023



Differentiated, Scalable Solutions to Enterprise Growth and Market Value

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.

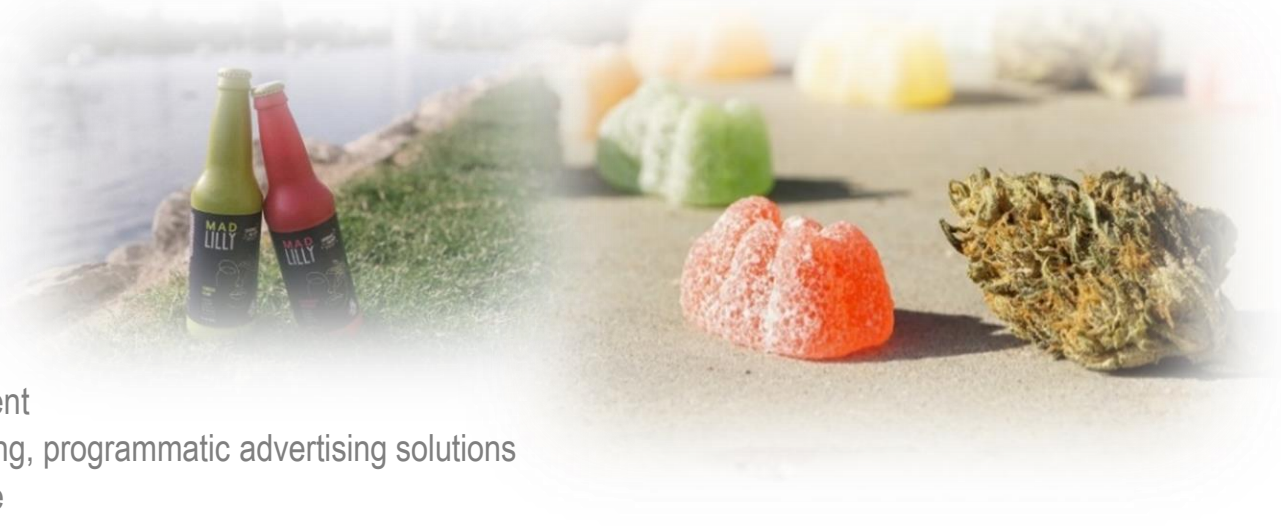
Whether through acquisition, a strategic partnership or Joint Venture, a contract manufacturer relationship or replication of a successful existing business model in a new state market, SIP is uniquely equipped to facilitate further development of your cannabis enterprise as you expand and deepen your 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



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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.

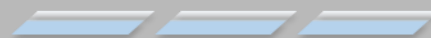
SIP's **ESGC (ESG for Cannabis)** strategy and program development capabilities can ensure your enterprise deploys the **most advanced practices** to align the quantity and quality of critical inputs with **consistent, compliant standards of operations excellence**. Public cannabis and adjacent industry 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.

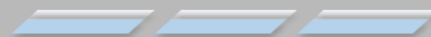
SIP team resources comprise former CEOs and current private company Board directors, a Fortune 100 global supply chain leader and a chief human capital officer, a big pharma TQM/EU-GMP practitioner, real estate acquisition specialists, design-build teams of contractors, architects, and engineers in addition 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.



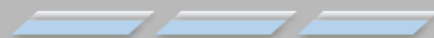
CHALLENGE	PRIORITY AGENDA	SIP CAPABILITIES
<p>Plan and Execute a Workable and Results Producing Go-To-Market or Expansion Strategy</p>	<p>Discern and clarify the purpose for expansion; document SMART goals and responsible resources.</p> <p>Determine the expansion target market(s), score the market factors, 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"> ▪ Whiteboard Planning and Mapping Session <ul style="list-style-type: none"> ‣ Architect and Document the Expansion Vision ‣ Develop SMART Goals ‣ Narrow down the Expansion Methods ‣ Assign Resources and Responsibility ▪ State Market Analysis <ul style="list-style-type: none"> ‣ Assess Key Factors for each Target State Market: Political and Regulatory Dynamics <ul style="list-style-type: none"> Medical vs. Recreational License Availability Supply/Capacity vs. Demand Outlook Tax Implications ‣ Develop and Validate 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: Best expansion options within selected state market ‣ Score Alternatives: Assess and compare all expansion alternatives, pros and cons (SWOT); utilize weighted scoring tool ‣ Recommend the Expansion Method: Present analysis with clearest pathway forward ‣ Develop an Expansion Business Plan and Competitive Strategy



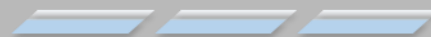
CHALLENGE	PRIORITY AGENDA	SIP CAPABILITIES
<p data-bbox="168 425 614 618">Build-Grow Your Customer Base via Sustainable Brand Stickiness and Loyalty</p> 	<p data-bbox="708 389 1403 736">Gain new clarity on what's required to keep winning your ideal customer and specify your revenue growth program according to the new state market context. 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 data-bbox="1447 172 2354 251">▪ Actionable Revenue Growth, Marketing, and Sales Development Plans <ul style="list-style-type: none"> <li data-bbox="1480 268 2364 368">♦ Assess and align the enterprise capacity for new revenue Managerial, human capital, operational, financial, assets/IP, brand <li data-bbox="1480 379 2415 479">♦ Design or enhance end-to-end business development operations Fine-tune the revenue growth process and systems, including integration of digital initiatives <li data-bbox="1480 491 2423 556">♦ Produce or augment a revenue growth/marketing/sales plan, P&L accountable and interdependent with the expansion plan <li data-bbox="1447 608 1753 644">▪ Market Mapping <ul style="list-style-type: none"> <li data-bbox="1480 658 2430 836">♦ Develop a visualization for: <ul style="list-style-type: none"> <li data-bbox="1531 694 2430 725">Various scenarios including exploitable competitor vulnerabilities <li data-bbox="1531 732 2193 763">The context drivers of enterprise-project growth <li data-bbox="1531 771 2232 802">Product or service market penetration white space <li data-bbox="1531 809 1768 841">Pricing dynamics <li data-bbox="1447 879 2007 915">▪ Customer Experience Strategy <ul style="list-style-type: none"> <li data-bbox="1480 929 2099 961">♦ Design the customer touch points lifecycle <li data-bbox="1480 968 2364 999">♦ Develop the customer service content platform; SOPs; S&OP <li data-bbox="1480 1006 2372 1072">♦ Develop or enhance product, enterprise (corporate) and sales messaging <li data-bbox="1447 1122 2244 1158">▪ Customer (Multi-Stakeholder) Value Surveys <ul style="list-style-type: none"> <li data-bbox="1480 1172 2257 1203">♦ Design and execute the survey; produce the analytics <li data-bbox="1480 1210 2430 1276">♦ Integration of findings into the expansion plan or in-state business plan, investor-shareholder relations program, valuation strategy





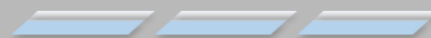
CHALLENGE	PRIORITY AGENDA	SIP CAPABILITIES
Develop Authentic and Resourceful Multi-Stakeholder Relationships	Master host community relationships; maintain regulatory PR/public affairs strategy and execution.	<ul style="list-style-type: none"> ▪ Conform-Comply for a Pathway to Durable Competitiveness <ul style="list-style-type: none"> ‡ Develop and execute a Host Community outreach strategy <ul style="list-style-type: none"> Facilitate community group convenings, Town-City Council hearings Build project public consensus through targeted relationship development at the local, regional, and state levels
Achieve Compliance; Meet and Exceed Quality Standards	Design processes and policies that engage intuitively. Support easy conformity for exceeding compliance as a competitive edge.	<ul style="list-style-type: none"> ▪ Build the Infrastructure for TQM/GMP/All Standards Optimized Operations <ul style="list-style-type: none"> ‡ Review/write all project SOPs (Standard Operating Procedures) <ul style="list-style-type: none"> Ensure team capabilities and project inputs meet ongoing state-specific regulatory compliance ‡ Facilitate design, operations, and functional adherence to various required or competitively advantageous certifications (e.g., GMP, HACCP, ISO, etc.) ‡ Develop a Quality Assurance Program and System <ul style="list-style-type: none"> Conduct a Data Analysis; Gap/Risk Assessment ‡ Provide technical writing for Validation Reports; protocols
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.	<ul style="list-style-type: none"> ▪ ESG for Growth, Competitiveness, Value Creation, and New Risk Management; Coaching and C-Leader Branding <ul style="list-style-type: none"> ‡ Invest in the right scope and focus of ESG methods and strategies aligned with your unique context. <ul style="list-style-type: none"> Read more about our ESG platform capabilities for your enterprise...
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'.	<ul style="list-style-type: none"> ‡ Engage in "The New C-Leader" Coaching from Art Stewart and Keith Darcy. Read more here.



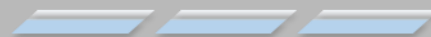
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<p data-bbox="129 396 555 486">Achieve Flawless Product Consistency</p> <p data-bbox="147 982 537 1225">Reaching and Sustaining Industry-Redefining Operations Excellence</p>	<p data-bbox="614 337 1149 682">Apply proven approaches to sourcing and supplier relations to optimize operational velocity and supply throughput. Understand and proportionately address ESG risks. Reduce threats to business continuity and product exposure to risk.</p> <p data-bbox="621 958 1141 1210">Accelerate scaling, rapidly increase capacity, deepen a multidisciplinary approach for upscaled capabilities to capture more opportunities learner, and at lower cost.</p>	<ul style="list-style-type: none"> <li data-bbox="1192 194 2308 229">▪ Strategic Sourcing, Supply Chain Operations, Risk Reduction <ul style="list-style-type: none"> <li data-bbox="1238 244 1753 272">‣ Supply Chain Strategic Planning <ul style="list-style-type: none"> <li data-bbox="1289 279 1778 308">Supply Chain-Value Chain Analysis <li data-bbox="1289 315 2359 379">Development of a multi-year supply chain integration plan (w/ESG); Supplier Code of Conduct <li data-bbox="1307 386 2066 422">Align operational conformance for intuitive compliance <li data-bbox="1238 429 1793 458">‣ Supplier Relationship Management <ul style="list-style-type: none"> <li data-bbox="1289 465 1849 494">Supplier Innovation-Knowledge Transfer <li data-bbox="1289 501 2244 529">Supplier reporting, accountability, compliance, benchmarking, survey <li data-bbox="1289 536 1811 565">ESG-CSR-E&C compliance protocols <li data-bbox="1238 572 1640 601">‣ Supply Chain Operations <ul style="list-style-type: none"> <li data-bbox="1289 608 2091 636">Business process design and automation (including ESG) <li data-bbox="1289 644 1760 672">Current and Future State Analysis <li data-bbox="1289 679 1951 708">Strategic Sourcing process design and mapping <li data-bbox="1289 715 2168 743">New and existing products: Market Penetration Plan integration <li data-bbox="1238 758 1875 786">‣ Supply Chain Risk Management Process <ul style="list-style-type: none"> <li data-bbox="1289 793 2410 822">Brand Liability Mitigation/Business Continuity Strategy; Disruption Management; <li data-bbox="1289 829 2066 858">Scenario-Contingency Planning; Externality Forecasting <li data-bbox="1238 865 1951 893">‣ Supply Chain Operations Talent Development <ul style="list-style-type: none"> <li data-bbox="1289 901 1849 929">Procurement function professionalization <li data-bbox="1192 979 2002 1015">▪ Interim Management or C-Suite Team Backfill <ul style="list-style-type: none"> <li data-bbox="1238 1029 2244 1058">‣ C-Suite interim role fulfillment: COO, CSCO/CPO, CMO, CRO, CCRO <li data-bbox="1238 1065 1696 1093">‣ Leadership Team Development <ul style="list-style-type: none"> <li data-bbox="1289 1100 1786 1129">Competency and Skills Assessment <li data-bbox="1289 1136 2257 1200">The New C-Leader: SIP Leadership Training and Executive Coaching (Individual and Team)



CHALLENGE	PRIORITY AGENDA	SIP CAPABILITIES
<p data-bbox="129 215 649 358">Create a Capitalization Strategy with Full Toolbox to Compel Investment</p>  <p data-bbox="129 806 649 992">Create Your Brand Universe, Zone, and Story as a Customer Ecosystem Unto Itself</p>	<p data-bbox="703 207 1373 421">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 data-bbox="703 792 1373 1006">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 data-bbox="1411 158 2346 197">▪ Scope Out Ambitions; Produce Compelling Content <ul style="list-style-type: none"> <li data-bbox="1444 208 2397 315">♦ Develop a Scoping Document to determine the amount required for expansion, considering building, tenant improvements, OpEx/SG&A, inventory <li data-bbox="1444 319 2384 386">♦ Conduct a Gap Assessment to determine the amount required based on current assets, cash-on-hand, and defensible valuation <li data-bbox="1444 391 2405 499">♦ Conceptualize and produce enterprise Business Plan, Strategy Roadmap, SOPs, Governance documentation (Code of Conduct; Board bylaws) <li data-bbox="1444 504 2397 571">♦ Develop a Pro forma: Financial Model and Narrative; Waterfall; investor Pitch Deck, Uses of Cash, Investor Questionnaire <li data-bbox="1411 611 1870 644">▪ Differentiate to Influence <ul style="list-style-type: none"> <li data-bbox="1444 661 2109 694">♦ Produce a comprehensive messaging system <li data-bbox="1444 698 2040 731">♦ Develop or enhance marketing materials <li data-bbox="1444 735 2405 802">♦ Identify targets, develop differentiated content to drive an impactful Thought Leadership program <li data-bbox="1444 806 2423 873">♦ Maintain internal readiness for seizing a leadership position out of unanticipated public relations situations/market-competitor activities <li data-bbox="1444 878 2262 911">♦ Monitor, advise, and execute on opportunistic PR issues <li data-bbox="1444 915 2430 982">♦ Support new market host community relations via strategies, tactics, outreach and presentation support <li data-bbox="1411 1022 2040 1055">▪ Transact with Powerful Messaging <ul style="list-style-type: none"> <li data-bbox="1444 1072 2415 1253">♦ 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.



CHALLENGE	PRIORITY AGENDA	SIP CAPABILITIES
<p data-bbox="147 182 631 325">Effectively Differentiate Your Brand to Attract Needed Resources</p> <p data-bbox="147 1072 631 1162">Own Your Customer Relationships</p>	<p data-bbox="708 172 1370 344">Architect a web of recurring, compelling, sequential relationship touch points across your multi-stakeholder domain to drive organic stickiness.</p> <p data-bbox="708 1062 1370 1233">Achieve durable and resilient customer relations on a continuum with state-of-the-art place based micro engagement.</p>	<ul style="list-style-type: none"> <li data-bbox="1411 125 2430 162">▪ Thought Leadership to Drive Valuation and Brand Equity <ul style="list-style-type: none"> <li data-bbox="1447 177 2109 211">♦ Produce a comprehensive messaging system <li data-bbox="1447 215 2423 429">♦ 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 data-bbox="1447 434 2379 539">♦ Target appropriate publishing, speaking, and other dissemination opportunities (i.e., conferences, symposia, public sector/interest convenings, etc.). <li data-bbox="1447 544 2372 958">♦ Conduct day-to-day execution of the campaign strategy: <ul style="list-style-type: none"> <li data-bbox="1505 586 2201 621">Facilitate and support earned media opportunities <li data-bbox="1505 625 1946 659">Write and place bylined articles <li data-bbox="1505 664 1931 698">Secure interview opportunities <li data-bbox="1505 702 2155 736">Negotiate and support speaking engagements <li data-bbox="1505 741 2181 775">Identify, vet, and negotiate editorial partnerships <li data-bbox="1505 779 2074 813">Secure brand endorsers and champions <li data-bbox="1505 818 2372 852">Execute collaborative, mutually beneficial promotion activities <li data-bbox="1505 856 2339 958">Use SM and subscribed tools, along with SIP's extensive databases and relationship network, to engage with top tier influencers <li data-bbox="1411 1005 1926 1042">▪ Data-Driven Micro Targeting <ul style="list-style-type: none"> <li data-bbox="1447 1056 2415 1122">♦ Devise a programmatic advertising campaign of media buys across multiple channels <li data-bbox="1447 1126 2372 1160">♦ Leverage compliant endemic and non-endemic digital properties <li data-bbox="1447 1165 2079 1199">♦ Analyze data for monetization opportunities <li data-bbox="1447 1203 2053 1238">♦ Review and exploit performance analytics <li data-bbox="1447 1242 2313 1276">♦ Create audience segments utilizing scrubbed customer data <li data-bbox="1447 1280 2257 1315">♦ Expand the messaging audience via look alike modeling



Thank You!



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