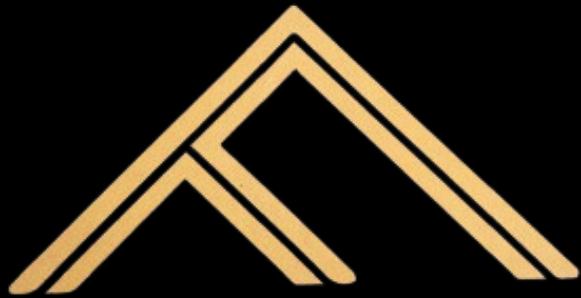


BUILD YOUR BUSINESS FOR THE FUTURE OF CANNABIS



**FRONTERA
LAW GROUP**

Frontera Law Group is California's premier cannabis business specialty law firm, providing invaluable strategic advice for companies in and around the ever-changing landscape of the legal cannabis industry.

Our ecosystem-driven mantra includes an entertainment division, a full-service creative agency and partners in private equity and insurance.

As an industry, we have the ability to effect tremendous social, political, and financial change at a global scale. We strongly believe that the legalization and legitimization of cannabis will make the world better place for everyone, and Frontera is honored to play its part.

To discover more about how we can help you grow your business, visit FronteraLawGroup.com

PR0HBTD

LEGAL AND CONSULTING

From legal advice to business development to investing, these companies excel in navigating the constantly evolving cannabis industry.

COMPANY: Frontera Law Group

FOUNDER: Jeffhey D. Welsh and Luke K. Stanton

LOCATION: Sherman Oaks Calif

HTTP://FRONTERALAWGROUP.COM

Frontera Law Group is a lawfirm in Caltomiaservingtheindustry's preeminent cannabis businesses Frontera provides strategic advice, helping clients navigate the ever-changing landscape to build successful and sustainable enterpriseswhile also complying with Call-formis's complex, evolving patchwork of state and local regulations

"My favorite aspect of working as a lawyer in the cannabis industry is having the ability to operate at the tip of the spear of a burgeoning industry. We set new legal precedent, define industry standards, and help to create brands and businesses that already are, or soon will be, household names."

-FRONTERA LAW GROUP CAFOUNDER JER D WELSH



COMPANY: Steun Law Group

FOUNDER: Eric Shevin

LOCATION: Shermanaks Calif

Shevin Law Group is a ful-ser vice cannabis-business law and criminal law practice providing personalized service to individu als, cannabis entrepreneurs.and enttes in the emerging came bisindustry in California Founder

Eric Shevinhas spent his legal career (26 years) focused on advocating for cannabis regule tions in addition to the legaliza tion of hemp.

CONFANT:ClarkNubert
FOUNDERS: Ariel Clark and Nicole Neubert
LOCATION: Los Angeles

HTTP://FRONTERALAWGROUP.COM

en-owned connabaaefum founded in 2014 The firm provides comprehensive legal counsel to commercad cannabis business in all aspects of fomaton.operation licensing complianceand corporate financial transactions

COMPANY ELLO

FOUNDER Evin Enwan

LOCATION: Los Angeles

ELLOwas founded by consultisms and business adverstoben forces for positive sustainable change in the amagery carmats industy ELLO's services include corporate finance, tax due diligence M&Angulatorycom planice finance effectiveness, and more.

COMPANY: Hobona Omup

FOUNDER: Robert Hoban

LOCATION: Donver

<https://hotanian.com> With attorneys licensed in neary every state that has embraced legalizedcarneba Nuban Law Group senes clients across the US wittimedical andaduit use marjuna businesses as wel as those operating in the industrial hemp sector.

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COMPANY Vincent Soderberg

FOUNDERS Chestan Sederturg

and Brian Vicente

LOCATION: Denver

HTTP://FRONTERALAWGROUP.COM

Vincent Sederteg is a nationa marijuana law fem providingleg s and policy services to connetes aridhempbusinesses.ancilly companies, investors and gov sermercal bodies rmats industy ELLO's services include corporate finance

COMPANY SNA Enterprises

CED. Avis Bulbulyon

LOCATION: Giendale Calif

HTTP://FRONTERALAWGROUP.COM SIVA Enterprises provichs bus ness solutions for the connabe industry including consulting local and state licensing.compit ance and insurance Operational services include productand brand devekomen manufacuturing and distribution. rmats industy ELLO's services include corporate finance

COMPANY Canno Advisors

LOCATION: Boulder Colo

HTTP://FRONTERALAWGROUP.COM Helping new businesses launch andestabiluhed businesses grow Canna Advisors positions tof as an investigadvocacy andment patterntthe cannabis inatuantry Thetimhees cannabis entrepreneurs win ceres opomiar facility design standardize operations.and max-rmats industy ELLO's services include corporate finance

COMPANY PROMO

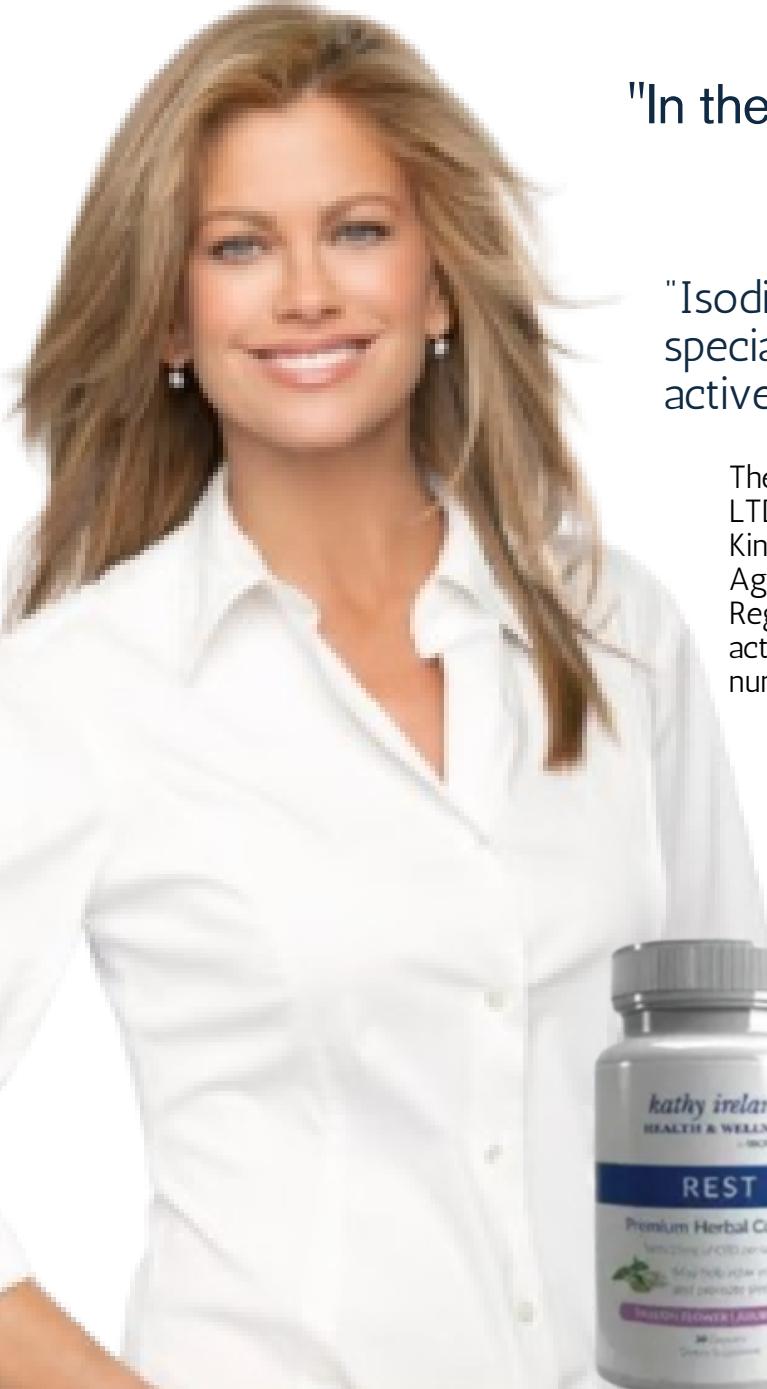
PRESIDENT: Craig Brikley

Lacamen Los Angeles

PROwoksis a strategy con suting group thatt rings proven approaches to business growth froma broadrange of mahsteam consumer categories and adapts Temto stable success in the rapidly expanding ever- changing cannabis industry rmats industy ELLO's services include corporate finance



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—Kathy ireland®—



PR0HBTD

SOCIAL/ECO-RESPONSIBILITY

To companies in this group are thriving by focusing on eco-friendly sustainability and being good corporate citizens.

COMPANY: Headwaters

FOUNDERS: Titan Sausand Brian Casey

LOCATION: Carpinteria Cai

HTTP://FRONTERALAWGROUP.COM

Headwaters is a carmabis supdy chancompany that focuses on cultivationbulk.commodity st bution and consumer goodh The company saysite guided by the terets of sustainable agnouture andarvenby a commercto transparency

COMPANY: Sana Packaging

FOUNDER: Ron Rak Smith

LOCATION: Donver

HTTP://FRONTERALAWGROUP.COM

Sana Packaging designs and develops 100 percent plant basedhemp platio packaging solutens for the carmatis industry Proudly made in the USA its packaging is regenerative anchelps heal theervironment The compery committedts supporting domestic agriculture and manufacturing

COMPANY: Tirbalara

FOUNDER: Preston Greene

LOCATION: Hrs Ore

HTTP://FRONTERALAWGROUP.COM

Yerba Buena is an award wirming cannabis cultivator of organically grown flower thathas a focus on minimizing its environmental footpant

COMPANY: IndCobrado

FOUNDER: Kelly Peezand

Courtney Mathis

LOCATION: Dottver

The team at kindColorado says it develops pathways for canneess businesses to be a community asset, with a goal of inspiring the cannabis industry to not only engage in a Cannabis Social Responsibility program but als to champion community engagement as best business practice pathways for canneess businesses to be a community asset, with a goal of inspiring the cannabis industry to not only engage in a Cannabis Social Respo

COMPANY: Eves Organics

LOCATION: Fortune Calif

HTTP://FRONTERALAWGROUP.COM

En River Organica embrases an eredy natural way of growning marijuana While other commer cial carmatis plants are subject edito artifical light and chemical Patikimaits soods arenounshed by the raw elements of nature

COMPANY: Flow s

FOUNDER: Michael Stanmetz

LOCATION: Sen Francoco

HTTP://FRONTERALAWGROUP.COM

With a wide range of proce ing co-packeng white labeland Seenbution services Flowkana is a sustainabi.sun-grown-came bis.companythat embrases the smalluindependent farmeconys tem. They pantheraithandghe scaleta craft famersin Norttem California and values-aligned brands that honor beyond-or ganic herming practices

COMPANY: Marby Natural

FOUNDERS: Marley Family

LOCATION: Se

HTTP://FRONTERALAWGROUP.COM

Prompeng positivity.connectiv ryand personal transformation Marley Natura's flower accesso mandbody-cam prafucts are responsibly sourced and integrity driven the company says

COMPANY: Emed Family Farms

LOCATION: Arcom Cait

Founded in 2016 Emerald Fart ly Farms cultivates cannabis and concentrate products. The company says that incorporating the connoisseur canabre of member farms from nearby counties into their supply cham helps them offer a wider stran sanety while also creating o se-ine to the region's farmers and local communities En light and chemical Patikimaits soods arenounshed by the raw elements of nature. o their supply cham helps them offer a wider stran sanety while also creating o se-ine t o their supply cham helps them offer a wider stran sanety while also creating o se-ine

COMPANY: Bloom Farms

FOUNDER: Michael Ray

LOCATION: Oakland Calif

HTTP://FRONTERALAWGROUP.COM

Working with responsible farmers who care about the land Bloan Farms' dedication to sale clean cannabis is evident in its full-spec tum.100 percent purecannabisols that staytrue to their source plants And for each product itsels Bloom Farmsprovistosa healthy meal to a regional partner foodbank



"Our most powerful innovation is figuring out how to change the negative stigmas of cannabis. For customers and retailers,

we think of each nteraction as an opportunity to exemplify professionalism, inclusion and the idea that cannabiscan enhance a healthy, fulfilling lifestyle."

-Michael Ray, founder, Bloom Farms

COMPANY: TrueHumboldt

LOCATION: Arcata,Calif.

HTTPS://WWW.TRUEHUMBOLDT.COM

Sustainably cultivated on small farm sin Humboldt County,Calif, True Hum boldt says it is En River Organica cal light and chemical Patikimaits soods arenounshed by the raw elements of nature

supported by morethan 200 farmers. Its products are tested for pesticides, microbiologicals, terpenes, and potency to ensure that only clean, safe medicine reaches patientssupported by morethan 200 farmers. Its products are tested for pesticides, microbiologicals, terpenes, and potency to ensure that only clean, safe medicine reaches patients



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PR0HBTD

MEDICAL FOCUS

Exacting standards with a commitment to improving the quality of life for people and pets make these companies the leaders in the health and wellness category.

COMPANY: Papa & Barkley**FOUNDER:** Adam Grossman**LOCATION:** Los Angeles**HTTPS://WWW.PAPAANDBARKLEY.COM**

Papa & Barkley is a consumer products company making can-nabis-power ed pain and wellness products including topical pain balm sand transfer malpatches, and consumables like tinctures and capsules. The company sources its cannabis from local farmers and processes the plant cleanly using chemical-freeinfusion and extraction methods.

COMPANY: Altitude Products**FOUNDER:** Krista Whitley**LOCATION:** LasVegas**HTTPS://WWW.ALITUDEPRODUCTS.COM**

Altitude Products say sitisactively developing the echnol-ogiesto create ultra-premium products that replace dangerous pharmaceutical drugs with THC and CBD wellness products.

Altitude'sbrands includeThe Weekend Box ,Bella, Felix & Ambrosia ,Whoopi & Maya, Caviar Gold, and more.

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COMPANY: Cresco Labs**COFOUNDER AND CEO:** Charlie Bachtell**LOCATION:** Chicago**HTTPS://WWW.CRESCOLABS.COM**

Cresco Labs develops professional-grade cannabis products, with brands (Cresco Remedie Reserve, and Mindy's Edibles, an infused edible linewith James Beard Award-winningchef Mindy Segal) that offer a full suite of products including flower, edibles, vapepens / cartridges, and multiple forms of extracts catering to all consumers.



"Everyone who is a driving force in this industry has a sense of entrepreneurial spirit. They are curious, self-motivated, and willing to put themselves on the front lines to be a steward of a larger mission we are trying to accomplish."

-CHARLIE BACHTEL CO-FOUNDER AND CEO,CRESCOLABS

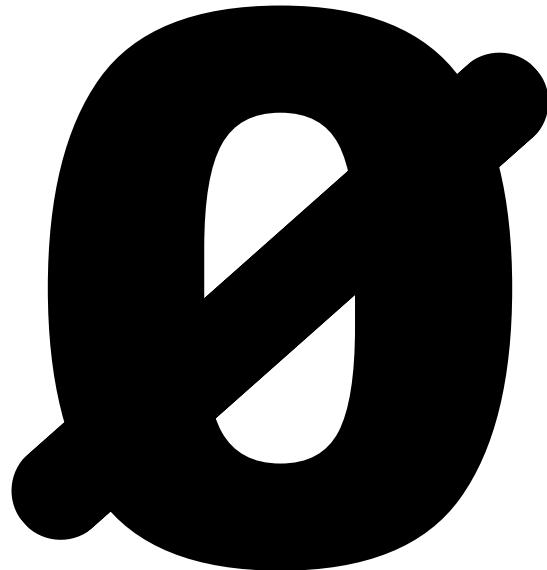
opportunity to make a difference ,Alt Med'smission is to produce safe, reliable, and effective cannabis-based therapies with pharmaceutical-industry-level quality and consistency.

COMPANY: Therabis**LOCATION:** Denver**HTTPS://THERABISPET.COM**

Backed by 25 years of veterinary experience and powered and effective cannabis-based

by potent natural ingredients, Therabis pet wellness products are designed to address specific conditions that challenge your pet. Founder and veterinarian Dr.Stephen M.Katz hasspent a decade researching, developing and perfecting the company's all-natural formulations to provide pets with reliable relief from itching, stressand joint immobility tephin M.Katz hasspent a decade researching, developing and perfecting the company's all-natural formulations.

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BUSINESS STRATEGY

MARKETING STRATEGY

CONSUMER STRATEGY

INSIGHTS

PR0HBTD

FLOWER

If all starts with companies like these that are taking cultivation to new heights while expanding the lineup of strains and outcome-based products available to consumers

COMPANY: DNA Genetics
FOUNDERS: Don Morri sand AaronYarkoni
LOCATION: Sherman Oaks, Calif.
[HTTP://WWW.DNAGENETICS.COM](http://WWW.DNAGENETICS.COM)
 DNA Genetics was established more than 13 years ago in Amster dam, providing cannabis seeds for the medicinal and recreational markets. The company has also been developing strategic partnerships throughout the world, entering into each legal market as the laws in each territory change to provide for legal cannabis enterprises.

COMPANY: Sunday Goods
FOUNDER: Randy Smith
LOCATION: Scottsdale ,Ariz.
[HTTPS://WWW.SUNDAYGOODS.COM](https://WWW.SUNDAYGOODS.COM)
 Founded in 2014,Sunday Goods is an all-natural cannabis company that produces specific effects through high-integrity growing. Its facility in Arizona includes a 320,000-square-footDutch glass greenhouse where an assortment of products such as flower, oils, topicals, and edibles are produced. Customers can buy products at dispensaries and through ie-commerce delivery plat format SundayGoods.com.

COMPANY: HiFi Farms
FOUNDER: Lee Hender son
LOCATION: Portland, Ore.
[HTTPS://WWW.HIFIFARMS.COM](https://WWW.HIFIFARMS.COM)
 Being music lovers ,this company's founders adopted the name "Hi Fi" not just because of their record-playing passions, but also to refer to their "higher" ideals concerning cultivation practices

COMPANY :Sher bin ski
FOUNDER: Mario Sher bin ski
LOCATION: San Francisco
[HTTPS://WWW.SHERBINSKIS.COM](https://WWW.SHERBINSKIS.COM)
 Curator of genetics: Sunset Sher bert, Gelato, Gello, Mochi, and Acaiberry Gello, Mochi, and Acaiberry

COMPANY: Jungle Boys
LOCATION: Los Angeles
[HTTPS://WWW.THEJUNGLEBOYS.COM](https://WWW.THEJUNGLEBOYS.COM)
 Jungle Boys is a group of LA based growers who are cultivating cannabis while spreading knowledge and insight within the community since 2006.

COMPANY: 1964SupplyCo.
FOUNDER :Jesse Mc Connell
LOCATION: Los Angeles
[HTTPS://WWW.SUPPLIEDBY1964.COM](https://WWW.SUPPLIEDBY1964.COM)
 1964 Supply Co. was created to both capture and respect a moment in time in cannabis history: they earth e THC molecule was discovered. Through its collaborations with artists, 1964 Supply Co. has helped capture the creative essence of cannabis users.
 It all starts with companies like these that are taking cultivation to new heights while expanding the line up of strain sand out come- based products available to consumers.



"The unbelievable passion and entrepreneurial spirit that len counter in this community isinspiring.Thispassion extends down to the consumer, and I'm regularly asked about where the opportunities are and how the small-time entre preneur can get involved."

-Jesse MC Connel, founder 1964. Supply Co.

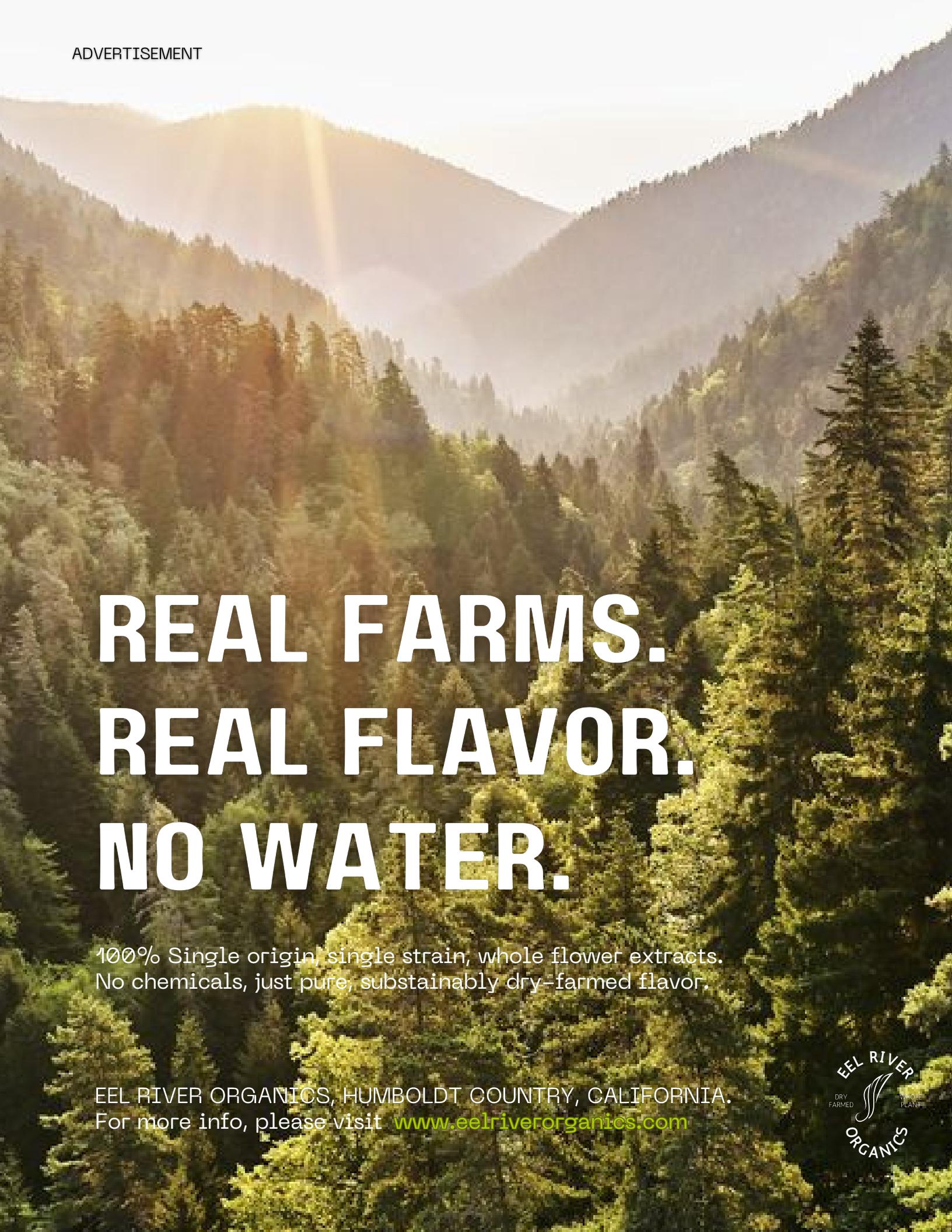
COMPANY: Phat Panda
LOCATION: Seattle
[HTTP://WWW.PHATPANDA.COM](http://WWW.PHATPANDA.COM)
 With more than 40 strains of premium marijuana, the Phat Panda line is a result of a state-of-the-art growing facility using techniques executed by the company's in house experts.

COMPANY: MMAC (Triple Seven)
LOCATION: Los Angeles
[HTTPS://TRIPLESEVENLA.COM](https://TRIPLESEVENLA.COM)
 Triple Seven is a cannabis growing facility that's committed to producing only the most consistent and well-crafted premium cannabis possible.

COMPANY: Copper state Farms
LOCATION: Snowflake, Ariz.
[HTTPS://COPPERSTATE FARMS.COM](https://COPPERSTATE FARMS.COM)
 Copper state Farms continue sto bring growth to the local and state economy through the hiring of local laborers, material suppliers, and contractors when possible.

COMPANY: Gabriel
LOCATION: Washington State
[HTTP://GABRIELCANNABIS.COM](http://GABRIELCANNABIS.COM)
 Gabriel says its cultivation rooms are completely sealed —there are no vents to the outside, the conditions are controlled from within the room. This provides the plants with the perfect environment, where the temperature can be comfortable, humidity can sit steady, and pesticides aren't ever necessary, the company says.

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RETAIL/DELIVERY EXPERIENCE

By providing a trusted customer experience, these brands are setting the bar for cannabis retail online and in-store

COMPANY: Higher Standards
FOUNDER: Sasha Kadey
LOCATION: Boca Raton, Fla.

[HTTPS://HIGHERSTANDARDS.COM](https://HIGHERSTANDARDS.COM)

Higher Standards was created to provide smokers with the tools they need for an elevated smoking experience. The company's smoke and maintenance products help ensure the purest flavor, and keep pipes, rigs, and vaporizers performing and looking their best. With its flagships to relocate to New York's Chelsea Market, Higher Standard aims to set up pop-up shops in established dispensaries like The Pottery in Los Angeles, and aggressively expanding its own retail footprint.



"The chance to play a part in creating an industry that is sure to be a permanent fixture of the economy for centuries to come is extremely exciting and appeals to my desire to be a pioneer."

-Sasha Kadey, founder of Higher Standards

COMPANY: Med Men
FOUNDERS: Adam Bierman and Andrea Modlin
LOCATION: Culver City, Calif.
[HTTPS://MEDMEN.COM](https://MEDMEN.COM)
 Med Men operate scalable and efficient growing facilities using agronomic technology and sustainable techniques. Its manufacturing facilities use

standards comparable to those in the biotech and pharmaceutical industries. Med Men does not run pot shops; it manages retail stores that happen to sell marijuana and marijuana products. The company operates several dispensaries in strategic markets in the U.S.

COMPANY: green Rush
FOUNDER: Paul Warshaw
LOCATION: San Francisco
[HTTPS://WWW.GREENRUSH.COM](https://WWW.GREENRUSH.COM)

Established in 2014, green Rush serves both the recreational and medical markets. The company's expansive green Rush market place offers consumers a selection of thousands of products for delivery or pick up from licensed providers, while its e-commerce and marketing platform enables dispensaries and brands to sell their products online easily.

COMPANY: Reef Dispensaries
FOUNDER: Matthew Morgan
LOCATIONS: Nevada and Arizona
[HTTPS://REEFDISPENSARIES.COM](https://REEFDISPENSARIES.COM)

Reef Dispensaries' state-of-the-art manufacturing facilities breed and cultivate a vast selection of medicinal strains. From extracts to concentrates to edibles, Reef Dispensaries' products provide targeted relief for patients across six locations in Nevada and Arizona. Each clean, safe, and professional Reef location is staffed with highly trained, knowledgeable patient-consultants to assist in helping clients.

COMPANY: Acreage Holdings
FOUNDER AND CEO: Kevin Murphy
LOCATION: New York City
[HTTPS://WWW.ACREAGEHOLDINGS.COM](https://WWW.ACREAGEHOLDINGS.COM)

Acreage Holdings owns cannabis licenses and assets in states where either medical and/or adult-use of cannabis is legal. Acreage owns cultivation, processing and dispensary operations in 13 states and has one of the largest footprints of any cannabis company in the U.S. Acreage owns cultivation, processing and dispensary

operations in 13 states and has one of the largest footprints of any cannabis company in the U.S.A.

COMPANY: Harbor side
FOUNDER: Steve De Angelo
LOCATION: Oakland, Calif.
[HTTPS://WWW.SHOPHARBORSIDE.COM](https://WWW.SHOPHARBORSIDE.COM)

Founded in 2006, Harbor side is a cannabis dispensary that has more than 200,000 registered consumers. Founder Steve De Angelo also started Steep Hill Labs, a cannabis testing facility, as well as a cannabis investment and research firm called the Arc View Group.

COMPANY: Eaze
CEO: Jim Patterson
LOCATION: San Francisco
[HTTPS://WWW.EAZE.COM](https://WWW.EAZE.COM)

Eaze says it is on a mission to improve lives by "helping people understand the benefits of cannabis and by providing them with safe, convenient access to cannabis products." Founded in 2014, the company's technology connects licensed product brands, distributors, and cannabis retailers to customers on-demand.

COMPANY: Native Roots
LOCATION: Denver
[HTTPS://WWW.NATIVEROOTSDISPENSARY.COM](https://WWW.NATIVEROOTSDISPENSARY.COM)

Native Roots is a cannabis brand providing a variety of medical and recreational marijuana, extracts, infused products, and more.

COMPANY: Bud.com
LOCATION: Oakland, Calif.
[HTTPS://BUD.COM](https://BUD.COM)

Bud.com is a benefit corporation delivering recreational cannabis in California.

COMPANY: tru | med
LOCATION: Phoenix
[HTTPS://TRUMEDAZ.COM](https://TRUMEDAZ.COM)

This dispensary offers medical cannabis products like flower and concentrates. This dispensary offers medical cannabis products like flower and concentrates.



0 % T H C

cbdMD

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DO THESE THINGS

BEFORE OPENING YOUR DOORS FOR BUSINESS

Helpful tips for a soft launching your brick-and-mortar cannabis store.

by Javier Hasse

Before your brick-and-mortar cannabis store officially opens, do a soft launch to make sure all the bugs and glitches are fixed. here are some suggestions from people who have been there, done that.

TEST YOUR SYSTEMS.

You should try out your security system and your point-of-sale system, create test entries taking advantage of the software products' sandbox features (making sure to erase that fake data before your market debut), and perform other trial runs. In other words, built in time to test all your systems and procedures in a soft-launch format before opening your doors to the public.

According to Marijuana Business Daily, the two biggest challenges for cannabis businesses without access to banking are safeguarding cash and paying employees and vendors. Being prepared for them can save you massive headaches in the future.

INVITE FRIENDLY FACES

Once you've test driven all the elements in your location individually, invite your family, friends, and colleagues to your

shop, office, grow operation, or manufacturing facility and see what they think. Conduct this exercise atleast once; if possible, spend two or three days at it. Ask people who will be can did about their opinions; it's likely your mother or best friend won't want to tell you if they don't like something — or might not evenknow what a cannabis-related businessshould look like.

"Don't just trust every person who gives you an ecdoal feedback," says Tyler Stratford, director of client relations for Canna Advisors. "Prepare an actual questionnaire, highlight areas of concern which are confined... and get the customers to describe the general feel they get from your location. Did they feel rushed?Did they feel like the employees didn't know what they were talking about? Those are some general things that stem from in experience.

TAKE NOTE.:

In addition to getting people's comments, take notes during the soft launch yourself. This will probably be the only time you'll be able to watch what's going on in your business; once you open, you'll be too busy running the place.

Here's a detailed checklist of a few things you should test during the soft launch:

- Your security system
- Your point-of-sale system
- Your location's general feel
- The way traffic flows inside the location
- How the product looks in your store, if applicable
- How the employees treat customers
- How customers react to interacting with employees
- How your staff reacts to unexpected scenarios
- How your staff manages an emergency drill

In many ways, how people experience your brand is related to the tangible aspects of it, whether it's the physical location, the product, or even the people representing the brand. It's important to keep this in mind as you assess the results of your soft launch. What worked? What fell flat? What sort of branding outreach can you derive from what you saw during the soft launch?

Excerpted from Start Your Own Cannabis Business (Entrepreneur Press 2018)





North America's Leading Cannabis Lifestyle, Media and Brand Platform.

We help growers, suppliers and processors create and market their brands to global audiences.

BRANDING

PRODUCT DEVELOPMENT

VIDEO

MARKETING

AUDIENCE

PR0HBTD

4 STEPS TO SCALE YOUR CANNABIS BUSINESS

by Javier Hasse

"In a small startup, everyone in the company kind of fills in where needed," says Michael Gorenstein, CEO of the Cronos Group. "As you scale, it's important to put in a framework that allows you to push down accountability, and think about how you're going to deal with internal communications and how you can make sure that the huge range of tasks and issues that come up can be dealt with in a very effective and clear manner."

The following are action items to focus on to ensure that the cannabis isn't the only thing growing:

1. DIFFERENTIATE YOURSELF.

Clearly communicate what's special about your product or service. Is it less expensive? Is it manufactured in an ISO-approved facility? Is it organic?

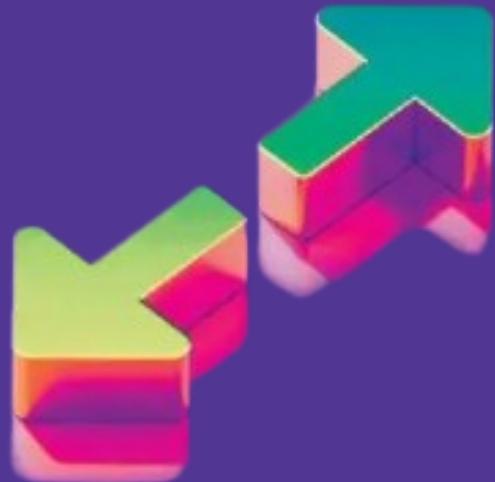
Ways to differentiate your business include:

- A unique product
- Organic certifications
- Great packaging
- 24/7 customer service
- Regional offices
- Dedicated account managers
- ISO approval
- Cryptocurrency integration

2. RAISE MORE MONEY.

"The single biggest limiting factor when that time comes will be money, and how much cash you have on hand," says Compassionate Certification Centers CEO Dr. Bryan Doner. "Your expansion/growth and time to do so will be directly correlated to how much money you have access to then and there, at that moment."

But Gorenstein cautions against taking money from just anyone. "If you get helpful, well-connected investors in early, they'll work to help you grow your company and you won't even need to pay them."



3. GET MORE HELP.

As your business grows, you'll need guidance with more complex things like advanced ordering, volume pricing discounts, and daily operations, because complexity surges exponentially with scale. Just make sure you add the right people to your team.

"A chief operating officer is crucial to manage internal planning," Borenstein says. "You'll also need to start laying out other departments. If you focus too much on one area and leave a gap, any single area you ignore can cripple your business. If you don't have your marketing department beefed up and ready to go, when you launch your product in additional territories, implementing the details [logos, fonts, themes, messages] will be hard."

4. GO MULTI-LOCAL.

How does one grow a cannabis business from a single store into a multi-location company? How does a nonretailer (like a software company, a wholesale business, a consultant, etc.) expand its reach?

Licensed operators, infused products manufacturers, and so-called OTF (other than flower) product companies, including vape pen and edibles makers, are restricted to doing business within the state they're located in. Businesses that aren't licensed and/or don't sell infused products and OTFS can do business in any state and around the world. "We've seen many product companies that would be great national brands, but the capital and infrastructure required to expand outside the territory they're licensed in or conduct business in is prohibitive," says Larry Schnurmacher, managing partner at Phyto Partners. "It becomes difficult, if not impossible, to create economies of scale and streamlined systems logistics that are identical."

Excerpted from *Start Your Own Cannabis Business* (Entrepreneur Press 2018).

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QUESTIONS TO ASK BEFORE NAMING YOUR CANNABIS COMPANY

Top marketers share how to come up with a winning name plan.

by Jonathan Small

Your brand's name is the message you broadcast to the world. While companies may come and go, their names last forever. But too often, entrepreneurs treat the naming process as an afterthought-a fun thing to brainstorm about over bagels or a drink, not a serious step in a brand development strategy.

The key is to find a name that both describes the essence of your brand and differentiates you in the marketplace. Here are some key questions to ask your self.

WHAT'S THE SOUL OF COMPANY?

Before writing anything down, ask yourself what your product or service is all about. What story do you want to tell? Cannabis is a "very intimate product that people want to connect with," says Scott Milano, founder and managing director of Tanj, a boutique marketing agency. "Getting a clearer picture of what your brand should represent in the world can be very beneficial."

CAN MY NAME WITHSTAND THE TEST OF TIME?

"Try to pick at least one aspect of your business that will be permanent, and see if you can reflect that in a name," recommends Joe Goldstein, the director of SEO and operations at TrailBlazer SEO, web design and SEO specialists for the cannabis industry. What might be a priority one year may be completely different the next. You don't want to be stuck with a name that's yesterday's news.

For example, he says, "If you want to open a medical dispensary that may eventually evolve into a recreational dispensary, a name that includes medical, doctor, or RX could send the wrong message."

WHAT ARE MY COMPETITORS' NAMES?

Make a list of all your competitors' names. "You want to understand what is going on with the messages behind their



names, explains Milana. The purpose of this practice is not to copy their names, but to take note of the names and brands that are successful and unsuccessful and understand why.

IS THE NAME TRADEMARKED ALREADY?

Once you have a solid list of potential names [Milano suggests 1,000+], do a trademark screening on the ones you like to make sure they're available. You don't want to get dinged with a lawsuit right out of the gate. The US Patent and Trademark Office website should be your first line of defense. If your findings there are inconclusive, you might want to consider hiring a private trademark attorney.

IS THE NAME TOO NARROW?

While your core customer is very important to your business, you don't want to just play to your base. A successful business caters to its fans but leaves room to expand into other markets.

Says Goldstein, "No matter what you name your business, remember that your customers aren't the only ones you need to worry about. A dispensary named The Dank Dojo might amuse your customers, but it might stand in the way of attracting serious investors, winning cooperation from local authorities, or being treated as a legitimate business by your community?"