



Building an Effective Marijuana Business Plan

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Challenges for Equity Applicants

- Access to Capital
- Stigma in the Minority Communities due to a history of overpolicing
- Access to Equipment, Technology and Technological Education
- Varied Experience in Business Matters



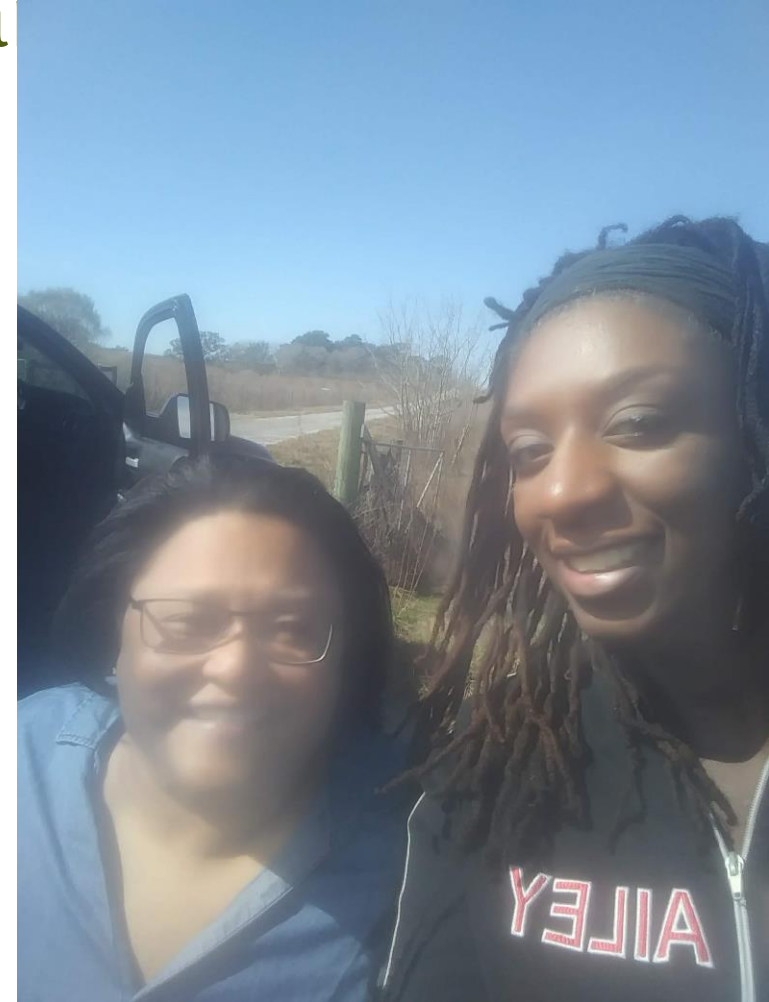
Reasons Why The Business Plan is Important...

- Applicants need to maximize points for Agency Review...
- Paints a Picture for Agency with regards to economic impact, preparedness, and assessment of risk.
- Helpful in attracting Investors
- Serves as a Roadmap for License Execution



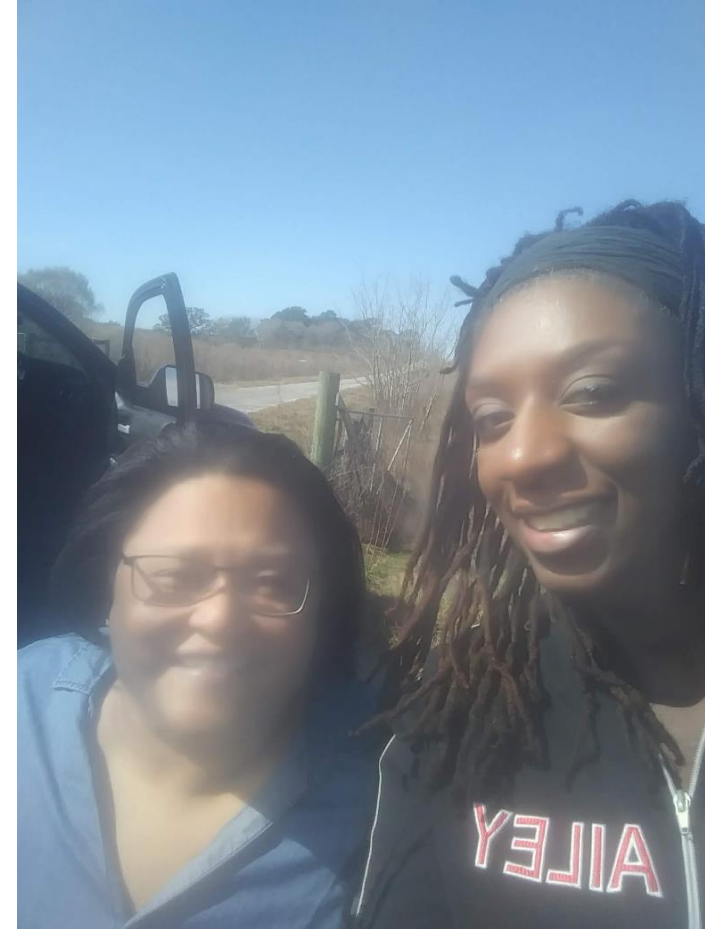
Components of a Business Plan

- Executive Summary
- Company Synopsis
- Market Overview
- Product (How it Works)
- Revenue Model
- Operating Model
- Competitive Analysis



Components of a Business Plan (Contd.)

- Customer Definition
- Customer Acquisition
- Traction
- Management Team
- Funding
- Financials



Executive Summary

- Your elevator pitch for an investor or Regulator
- Highlights of aspects of your company
- Includes the following:
 - Mission Statement
 - Description of what makes your product offering unique
 - Overview of Marketing Opportunity/Marketing Penetration
 - Accomplishments
 - Vision Statement



Company Synopsis

- Overall View of the Company
- Problem you are trying to solve for consumers
- How your company plans to solve the problem
- How your company plans to limit risks



Market Overview

- Size of the Market
- Growth Occurring
- Some success stories from similar Business Plans
- Market Trends
- Geographic objectives



Product Summary

- Product Development
- Research and Development
- Number and Variety of Lines
- What is unique about the product lines.
- Impact of Product Line on the community



Revenue Model

- How are you going to make money?
- Legitimate sources of revenue
- Growth Strategy and Scaling
- Pricing tiers
- Cost of Goods Sold
- Margins/Profits
- Why is your model the right model?



Operating Model

- Managing costs, efficiency, and risks
- Understanding fixed v. variable costs
- Understanding how critical costs will grow over time
- Investment Costs



Competitive Analysis

- Understanding direct and indirect competition (ex: pharmaceuticals, illicit drug trade, other license holders)
- At least three competitors listed
- How are the competitors solving industry problems?
- How you are different?
- SWOT Analysis



Customer Definition

- Who is your customers?
- What are the customers looking for?
- How are customer needs changing?
- Key demographics of customers



Customer Acquisition

- Traditional Marketing
- Non-Traditional Marketing Channels
- Understanding of marketing vehicles that are closed to cannabis industry
- Cost of Marketing Channels



Traction

- Sell the profitability of your idea
- Product Development
- Manufacturing and Distribution
- Intellectual property
- Testimonials/ Social Proof
- Articles/ Press Releases



Management Team

- This is your time to shine!
- Team Resume's and Experience
- Why the team was brought together
- How team's experience applies to the license you are applying for



Funding

- Funding Goals
- Proforma
- Plan to meet funding goals
- Plan to achieve ROI
- Terms/Milestones



Financials

- Certified Accounting
- Source of Funding
- Income Statement
- Balance Sheet



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