

CANNABIS ANALYSTS

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Cannabis Analysts is among the leading business research & analyses firms in the burgeoning legal marijuana industry. We have a profound appreciation for business-building and possess in-depth industry acumen, and our goal is to help clients become the pioneers of this exciting, emerging industry in a responsible, legal, and, importantly, profitable manner. We provide insight into business trends and industry insights aimed at helping entrepreneurs and investors gain an edge as pioneers and risk-takers. Through its team of finance & business professionals and network of industry experts and collaborators, Cannabis Analysts continues to help multiple entrepreneurs, companies, and investors through the complexities of starting-up, investing and operating new ventures.

Service Offerings

- Venture Assessment
- Addressable Market Analysis
- Approval-Process Assistance
- Financial Projections and Cost
- Strategic Planning
- Risk Planning & Management
- Business Operations/Workflow Consulting
- Business Design & Performance Improvement

Representative Projects

- ✓ Helped develop seed stage and Series A round presentations and \$3 million funding plan for dispensary looking to raise capital (4 weeks).
- ✓ Reviewed business plan for vertically integrated participant interested in entering the Southern California market (1.5 weeks).
- ✓ Performed in-depth addressable market analysis for Massachusetts-based investors tackling RMD approval process; helped evaluate risks and forward-paths (3 weeks).
- ✓ Developed professional, Wall Street investment banking quality financial model for Canadian company to use for fundraising with detailed 5-year assumptions on customer adoption and operating leverage related to COGS/SG&A as key drivers to achieving business profitability (2 weeks).
- ✓ Competitive analysis of regional medical marijuana industry in Denver and impact of legalization of recreational marijuana on profitability; competitive analysis of pricing power and market share of top dispensaries normalized for type of operation and product diversity (6 weeks).

How We Can Help You (sample proposal)

- **Phase I:** Research addressable market and understand patient type from publicly available health records, physician behavior and other information (desktop review), as well as surveying market experts and existing participants based on availability.
- Understand preliminary tax implications of owning non-arms length service companies providing operations and related services to a non-profit, and qualification under IRS as well as risks and precedents/penalties.
- **Phase II:** Review and help develop your financial model and projections while incorporating above information both from a market and structuring point of view. Better understand potential evolution of the market through probability-weighted high, medium, and low growth scenarios.
- **Phase III:** Work with you (to extent feasible) to help with information requests, additional application stage reviews and feedback from MA DPH and follow-ups from other entities.

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