

Financial Planning & Money Management

Budgeting, Money Management and Projections

The Budgeting, Money Management and Projections course provides an advanced overview of how to budget business finances from Provisional through the first three years of operations, and how to project what expenses will be, along with the where and how to find additional resources. The course provides guidance for participants to make smart money moves in business for anyone who has not been successful in managing individual finances or wants to know how to properly manage business accounts. The course also includes making sure the business understands the value of cash flow, and preparing for unforeseen expenses, etc.

Coursework includes:

- Discussions around practical business estimates and projections for revenues and profits, as well as expenses.
- Best practices regarding the potential need to raise additional capital resources, expanding on the concept of raising capital, and strategies for when participants have received approval to commence operations.

Raising Capital Strategies

The Raising Capital Strategies course provides techniques and best practices to attract investors after a Provisional or Final license is secured. The course covers where to look for investors, how to develop and refine an elevator pitch, understanding your value proposition, what to do once investors have interest in the project, and how to structure the right deal. The course will also give an overview of the tools needed to close capital, U.S. Securities and Exchange Commission (SEC) requirements for raising capital, the stages of raising capital, alternative funds available (such as grants, the Social Equity Fund, etc.), educational resources, and more.

Coursework includes:

- Raising Capital after commencing operations and identifying the need for raising additional resources once the doors have opened.



- Pitch competitions – specifically scholarships, pitch competitions, and other opportunities designed for SEP participants.
- Perfecting and using your elevator pitch.

Mock Investor Meeting (How to Negotiate – Everyone Wins)

The Mock Investor Meeting course will run through the process of the raising capital pitch playbook and is designed to be interactive and engaging. The course includes real-time mock proposal meetings, using sample techniques, documents, speaking points and tools. This course will be taught from the perspective of a business with a provisional license and will navigate through interactive demonstrations of negotiation strategies for leveraging the business' collateral.

Target the Right Investors

The Targeting the Right Investors course is designed to help each participant to create their own ideal investor profile to enable business owners to ensure that they are focusing their efforts on the most promising targets. The course covers how to reach out to these investors, productive networking techniques, cultivating a positive rapport, how to effectively and efficiently communicate, completing due diligence, and ensuring values align. It also provides participants with the tools needed to close in on a good investor match for their business, and how to follow up with investors, and how to keep potential investors involved before they invest.

Coursework includes:

- Highlighting issues with predatory lending with real life examples of instances in the industry, how to spot these predatory deals and how to walk away.



Organizational Development

Developing your Organization

The Developing your Organization course takes a dive into how to develop and structure your organization. It includes developing the vision for the organization and re-adjusting it based on an analysis of the business, industry, and competitors.

Coursework includes:

- Establishing/ Understanding your place in the market
 - Knowing your competition.
 - Comparing and contrasting the current competition.
 - Knowing your value propositions, what do you bring to the industry that's different.
 - Determining your Strengths, Weaknesses, Opportunities and Threats (SWOT analysis).
- Creating a Vision for your organization
 - Developing strategies to achieve the vision you have for your organization.
- Communicating that Vision
 - Developing strategies to showcase the vision of your organization.
- Encouraging the development of that Vision
 - Being proactive to get rid of things that do not align with the vision you have for your organization.
- Understanding how those from the legacy market can help you - do not box them out.

Building A Sustainable Organization & Human Resources Structuring

This course explores how to structure an organizational chart based on your business type, who to have as your ancillary partners, how to support your business from within through roles such as cannabis lawyers, cannabis accountants, bookkeepers, and tax preparers. It provides an overview of what management systems are, how they are used and how they will help your



business become sustainable. The course also reviews process improvement techniques, how to ensure time is used effectively while keeping track of the cost and reducing wastefulness.

In addition, the course provides in-depth guidance regarding human resource tools and processes, including job descriptions, recruiting and hiring, onboarding, handbooks, company policies, benefits and compensation, time off requests, performance management, mandatory trainings, employee relations, etc. It also offers additional context regarding the importance of physical and personal safety in the workplace, safety protocols such as ventilation, operating heavy machinery, good hygiene practices etc.

Understanding and Developing Culture - Diversity, Equity, & Inclusion in the Organization

This course provides an overview of organizational policies, procedures, programs, and practices that cultivate a culture that promotes and supports diversity, equity and inclusion. DEI encompasses people of different ages, races, ethnicities, abilities, disabilities, genders, religions, cultures, and sexual orientations.

Coursework includes:

- Discussions on diversity training and its importance, and how to create an inclusive and welcoming work environment for all.
- The significance of DEI training, unconscious bias training for interacting with staff and customers.
- Reinforcing the importance of focusing on culture, understanding the current demographics within the industry and community, and practices to be most impactful.
- DBE businesses (veteran, women-owned, LGBTQIA+, diversity, etc.) and how to support other DBE, SEP and EEA owned establishments.



Strategic Development

Finding Your Lane and Leveling Up Your Business

The Finding your Lane and Leveling Up your Business course provides an overview of how to identify your place in your business, understanding the need for your business to evolve within the industry, and finding your position in the marketplace. It also explores strategies for your organization to have the best impact, ensuring you have the right person in the right seat. Participants in this course will discuss how to take their business to the next level, whether it is by adding unique products, increasing customer basket sizes, or adding specific services. The course provide participants with the tools needed to analyze how their business is better than others, how to enhance what makes their business unique, and leveraging their business to attract new business and/or customers.

Coursework includes:

- Understanding your role as a social equity participant and how you can impact equity within the regulated industry.
- Finding your niche market/industry.
- Understanding your business' value proposition.

Developing Your Staff

The Developing your Staff course is designed to help participants cultivate success and retention among leadership and staff. Topics to be covered in this course include training, development opportunities, shadow opportunities, certifications, what each level of management should be managing, how to manage and what to manage. It will also cover how to deal with your manager and best practices for managing conflicts.

Coursework includes:

- Scholarship opportunities for professional development and conferences
- Certifications: OSHA, CPR/AED, ServSafe trainings, Cannabis knowledge certification etc. ([Certifications | National Career Certification Board \(nccboard.org\)](#))



- Discussions regarding employee retention, how much it costs to hire employees vs. retaining, cost to train, etc.
- Benefits of offering trainings and development opportunities to staff.
- Effective Leadership Training

Creating Brand Awareness

The Creating Brand Awareness course covers advanced marketing, as well as merchandise and social media tactics specifically linked to increasing brand awareness. This course also provides a roadmap for direct marketing at events such as a grand opening, trade shows, special promotions, Patient Appreciation Day (PAD), community involvement, etc.

