

Social Equity Program (SEP) Curriculum Overview

Required Curriculum Path	
Essential Learning Pathway	
Foundational	<ul style="list-style-type: none"> Introduction to the Regulated Cannabis Industry Introduction to the Cannabis Plant Business Plan Creation & Development Building Equity: Crafting Diversity Plans Navigating the Municipal Process Host Community Agreements (HCAs) Fundamentals
Business Development & Expansion Pathway	
Growth	<ul style="list-style-type: none"> Financial Empowerment and Predatory Lending Raising Capital in the Cannabis Industry Accounting & Taxes for Cannabis Businesses Impactful Cannabis: Positive Impact Plans Application & Licensing Process (Retail, Delivery Focuses) Application & Licensing Process (Product Manufacturing, Cultivation Focuses) Branding, Marketing, & Advertising Sustaining Operations Agent Recruitment, Training, Workforce Diversity

Curriculum Tracks	
Core Track	
Career Focus Pathway (Leadership and Executive Development Pathway)	<ul style="list-style-type: none"> Exploring Executive and Leadership Cannabis Career Opportunities Mastering Leadership for Cannabis Professionals Resume & Interview Prep for Cannabis Careers Career Preparation & Workforce Readiness Fostering Workplace Respect & Inclusion



Entry/Reentry Track

Pathways to Employment

- Entry-Level Opportunities in Cannabis
- Agent Advancement Training & Growth
- Resume & Interview Prep for Cannabis Careers
- Career Preparation & Workforce Readiness
- Cannabis Business Compliance Fundamentals
- Fostering Workplace Respect & Inclusion

Ancillary Track

Integrated Business Solution Support Pathway

- Starting an Integrated Business Solution & Compliance
- Raising Capital for Integrated Business Solutions
- Interacting with Cannabis Establishments for Integrated Business Solutions
- Branding, Marketing, & Advertising for Integrated Business Solutions
- Opportunities for Integrated Business Solutions

Entrepreneurship

Retail

- Cannabis Business Compliance
- Facility Design
- Security & Working with Law Enforcement
- Testing Process
- Post Licensure Operations

Product Manufacturing

- Cannabis Business Compliance
- Facility Design
- Security & Working with Law Enforcement
- Testing Process
- Post Licensure Operations

Cultivation

- Cannabis Business Compliance
- Facility Design
- Security & Working with Law Enforcement
- Testing Process
- Post Licensure Operations

Delivery

- Cannabis Business Compliance
- Facility Design
- Security & Working with Law Enforcement
- Testing Process
- Post Licensure Operations

Social Consumption (TBD)

- Cannabis Business Compliance
- Facility Design
- Security & Working with Law Enforcement
- Testing Process
- Post Licensure Operations



Skills-based Trainings

- Skills-Based Training: Cultivation
- Skills-Based Training: Product Manufacturing
- Skills-Based Training: Retail
- Skills-Based Training: Delivery
- Skills-Based Training: Testing
- Skills-Based Training: Social Consumption (TBD)

Advanced Course Curriculum

Organizational and Strategic Leadership

- Budgeting, Money Management, & Projections
- Raising Capital Strategies
- Target the Right Investors
- Mock Investor Meeting (How to Negotiate so Everyone Wins)

Organizational Mastery

- Organizational Breakthroughs: Tackling Barriers to Financial and Strategic Growth
- A Sustainable Organization & Human Resources Structuring
- Understanding & Developing Culture
- Finding Your Lane & Leveling Up Your Business
- Developing Your Staff
- Creating Brand Awareness

