



# GROWING YOUR CANNABIS BUSINESS.

STRATEGY. LICENSING. COMPLIANCE. DESIGN. OPERATIONS.

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POINT SEVEN GROUP COMPANY OVERVIEW

# WHO WE ARE

# THE POINT7 STORY

**Point Seven Group (Point7)** is a global tenured management consulting firm dedicated to the commercial cannabis industry known for agility, speed, licensing success, and exceptional service. Our success is measured by that of our clients' – whether winning competitive licenses, creating global brands, or expanding operations into new markets.

We've developed a holistic offering that addresses our clients' business needs and positions them for success at all stages, including pre-application, foundational operations, ongoing compliance, expansion, and exit. We create a custom roadmap for each client, delivered with high-touch service to ensure our clients hit every milestone, in every market, every time.

**When our clients succeed, we succeed.**

Point7 is a proud member of the following organizations:





# THERE IS NO SUBSTITUTE FOR **EXPERIENCE**

In a new industry, it's difficult to find partners who can back up glossy marketing materials with consistent real-world success and a roster of happy, long-term clients.

**We prefer to let the numbers  
do the talking.**

## LICENSES WON

**80+**

Number of commercial cannabis licenses obtained for clients in highly competitive markets.

## CLIENTS SERVED

**120+**

Number of clients supported globally since 2016.

## REGULATED MARKETS

**75**

Number of regulated cannabis markets where we have supported clients worldwide.

## YEARS EXPERIENCE

**40+**

Point7's combined experience working in regulated cannabis markets.



# OUR VALUES

## OPERATE WITH INTEGRITY

We are honest, fair, and guided by an unwavering moral and **ethical compass**. People trust us to do what we say we are going to do.

## COMMIT TO EXCELLENCE

Our commitment to excellence means holding ourselves to the highest standard and welcoming feedback as a way to continuously **refine and improve** our service.

## PRACTICE TEAMWORK + GET IT DONE ATTITUDE

We work together, across boundaries and job descriptions, with a **get it done** attitude to meet the needs of our clients. Our clients are an extension of our team, and we strive to work hand-in-hand with them to achieve the greatest possible outcomes.

## SPREAD PASSION

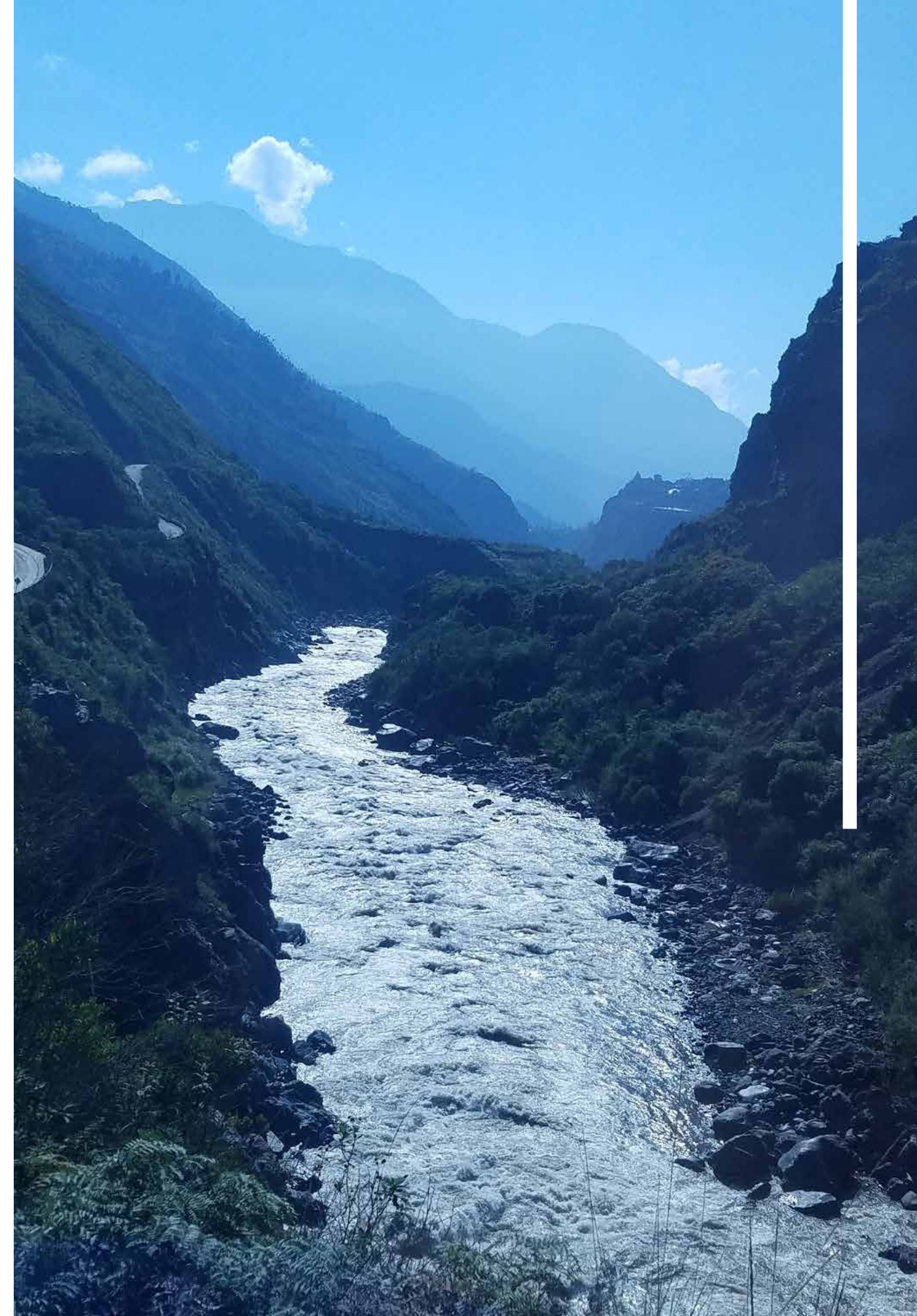
We love what we do and approach our work with **enthusiasm, creativity, and authenticity**. We find true joy in helping to bring our clients' visions to life and aim to share our passion along the way.

## NEVER STOP INNOVATING

**We think big**. We refuse to rest on our laurels and instead remain curious, relentlessly pushing the envelope as we ask big questions and explore new frontiers.

## WINNING MENTALITY — LEAVE IT ALL ON THE FIELD

We are bold in our goal setting and drive each project with a winning mentality. **We leave it all on the field**, everyday, as we endeavor to be the best—and see our clients be the best—in the business.





# THE COMPANY WE KEEP





# POINT7 GIVES BACK

Our team's passion, integrity, and commitment to excellence isn't just reserved for our clients.

We work every day to promote the development of an eco-friendly and socially equitable cannabis industry. As part of this commitment, Point7 gives back to nonprofit organizations.

Point7 is a proud supporter of the following organizations:

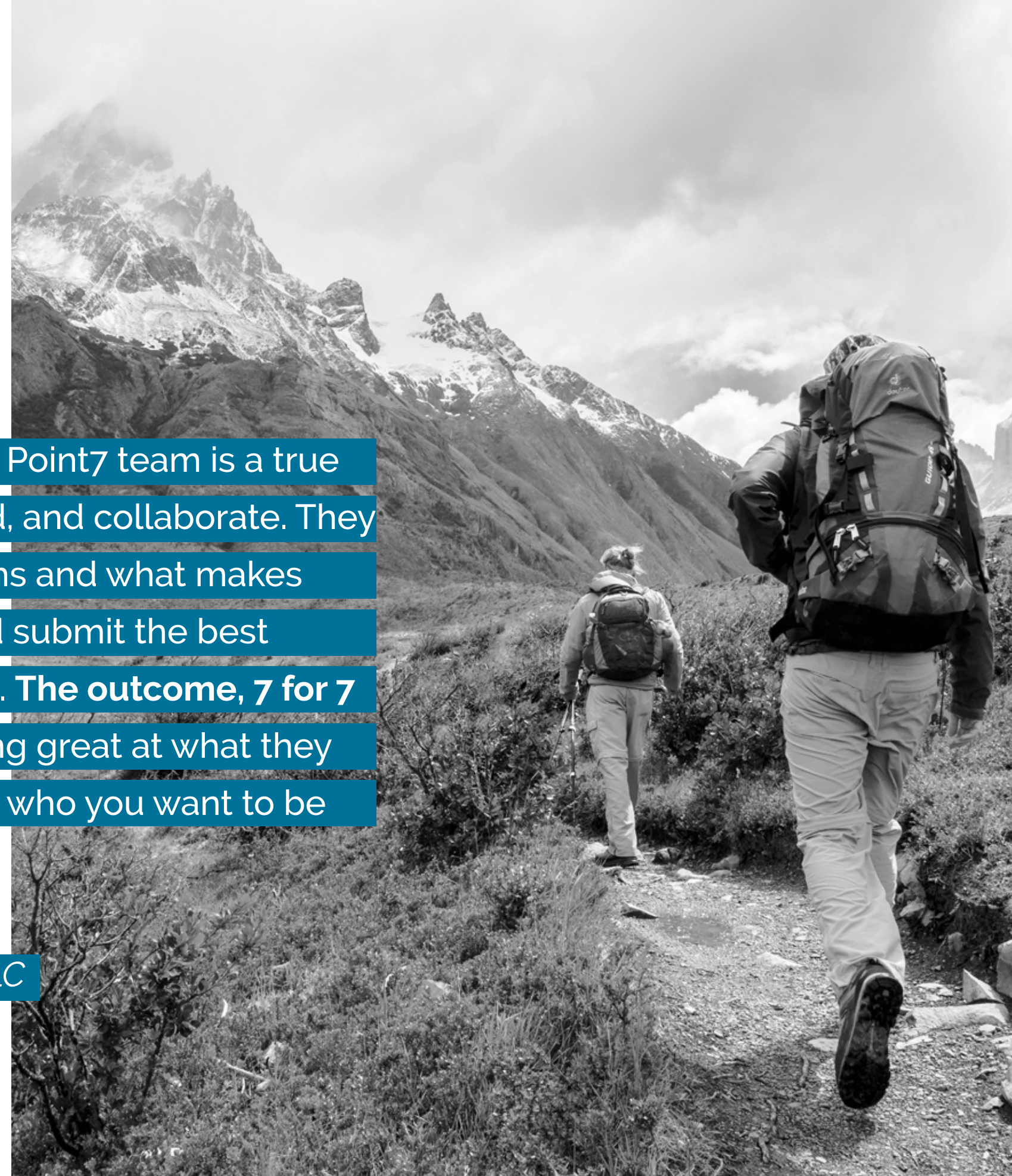




## TESTIMONIAL | LICENSING

"Our successful working relationship with the Point7 team is a true testament to their ability to listen, understand, and collaborate. They took the time to fully understand our strengths and what makes us unique, and guided us to stay on track and submit the best application possible well before the deadline. **The outcome, 7 for 7 approved licenses**, is a credit to not only being great at what they do, but more importantly, being great people who you want to be around and call your friends."

– Brad Goette, CEO of Nirvana Investments, LLC





## TESTIMONIAL | STRATEGY

“Without Ashley and Point Seven Group, we would not have had applications this strong. We were confident about licensure at the time we submitted our Ohio applications.”

– David Alport, CEO of Bridge City Collective

*Winner of two cultivation and one processing licenses (Ohio)*





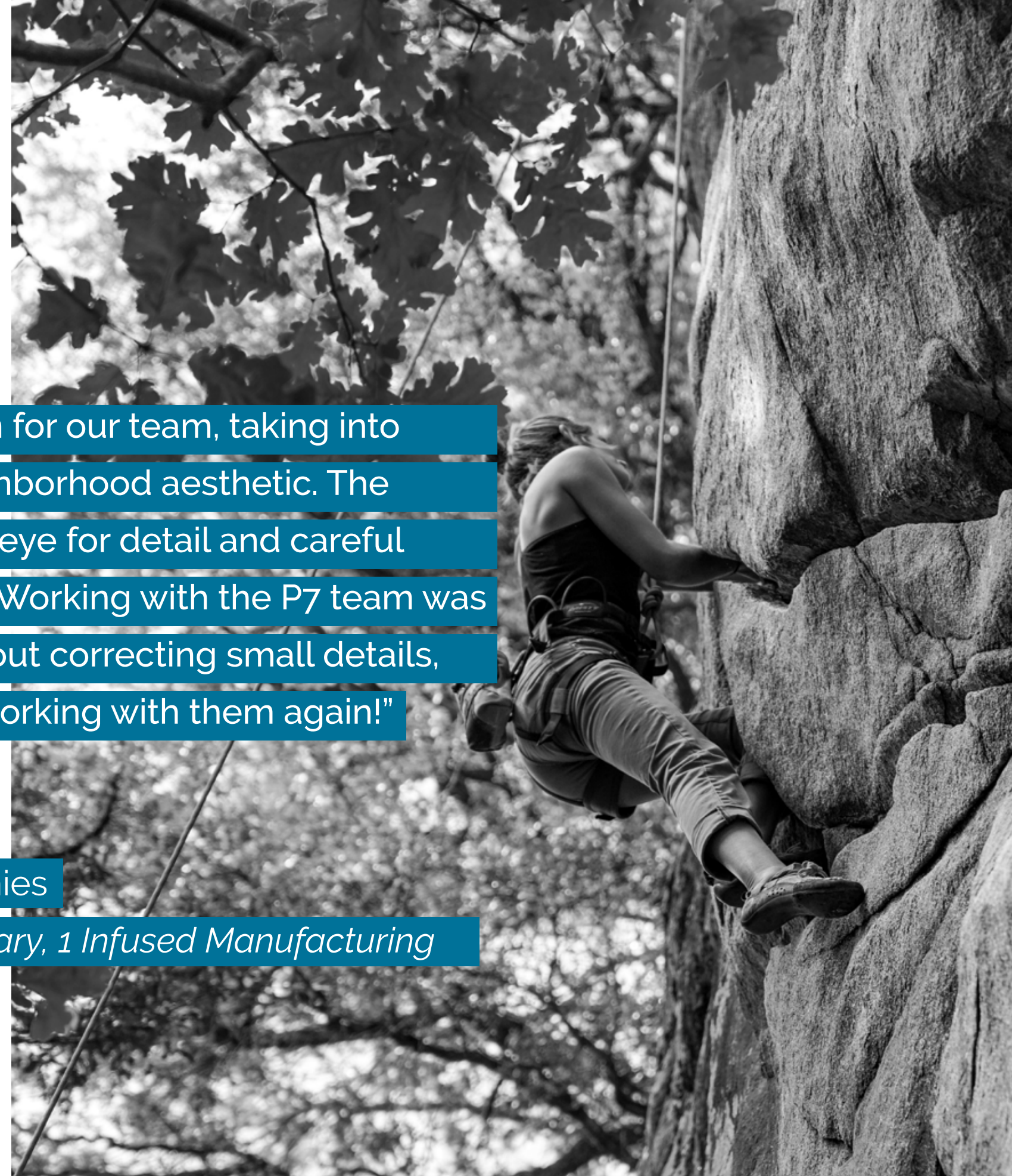
## TESTIMONIAL | EXECUTION

"Point7 expertly crafted a dispensary design for our team, taking into consideration our preferences and the neighborhood aesthetic. The design is attractive and welcoming, with an eye for detail and careful consideration of compliance requirements. Working with the P7 team was clear and easy, including back and forth about correcting small details, even on a tight deadline. I look forward to working with them again!"

– Gwen Takagawa, PMP

Senior Project Manager, Calyx Peak Companies

*National Client (CA, MO) | Winner of 1 Dispensary, 1 Infused Manufacturing*





# OUR PEOPLE



# *Our Greatest Asset?* **OUR PEOPLE.**

**Meet the Point7 Dream Team.**  
**People you can count on. People you can trust.**





# PRESS + THOUGHT LEADERSHIP

## PRESS



## THOUGHT LEADERSHIP

- » [Meadowlands](#) — Navarro, CA (6/2019)
- » [Women of Sensi](#) — Los Angeles, CA (4/2019)
- » [On The REVEL](#) — New York, NY (4/2019; 02/2021)
- » [SXSW](#) — Austin, TX (3/2017 and 3/2019)
- » [MoCann Trade Conference](#) — St. Louis, MO (3/2019; 3/2020)
- » [Cannabis Women's Leadership Summit Keynote](#) — Los Angeles, CA (5/2018)
- » [LAMBDA Event](#) — Los Angeles, CA (3/2018)
- » [Daily Marijuana Observer: Women in Cannabis](#) — New York, NY (2/2018)
- » [Cannabis World Congress](#) — Boston, MA; Los Angeles, CA (2/2016, 2/2020 and 10/2017)



## ASHLEY PICILLO | FOUNDER + CEO

Ashley entered the regulated cannabis market in the spring of 2014, joining one of the largest vertically integrated cannabis businesses in Colorado as the head of marketing, operations and sales. She oversaw day-to-day operations, including **five dispensaries, a high volume extraction facility, a 23,000 sq. ft. cultivation facility, and 70+ employees.** Ashley developed, documented, and implemented the vast majority of the company's standard operating procedures (SOPs), created detailed forecasting models, and calculated the facility's overall production capacity.

Ashley recognized Colorado was quickly becoming the model for other states and **founded Point Seven Group in 2016** to offer management consulting services to new operators facing the daunting learning curve she had experienced just two years prior. Since then, Point7 has **rapidly expanded with headquarters in Colorado, and satellite offices in California and Ohio,** supporting clients worldwide. Today, Point7 specializes in business strategy, licensing acquisition, facility optimization and operations, go-to-market planning, financial modeling, regulatory compliance, and company expansion.

In late 2018, Point7 began taking strategic positions in U.S. cannabis licenses and equity positions in client engagements, serving as a strategic operating partner pre- and post-licensure.

Ashley is also the author of ***Breaking the Grass Ceiling: Women, Weed and Business, published and released at SXSW (2017).*** To date, Ashley and her Point7 team have helped clients in **28 US states, Canada, and Australia** secure highly-coveted cannabis business licenses.



# OUR PEOPLE | LEADERSHIP TEAM

## LINDSAY DUTCH

*Chief of Staff*



Lindsay serves as Chief of Staff for Point Seven Group, working hand-in-hand with Point7's CEO and leadership team. She maintains the communication framework for the executive team, employees, and clients, ensuring the highest quality of service across each business sector. Lindsay has two years of experience in the regulated cannabis industry, and specializes in system optimization, development, and implementation of standard operating procedures (SOPs) at the operational level to ensure cannabis facility compliance, quality control, and risk management.

## ELIZABETH L. ROBLE, ESQ

*General Counsel and Chief Compliance Officer*



Elizabeth brings a valuable background to Point Seven Group having worked with federal institutions, including the United States Postal Service and the Federal Bureau of Investigation. Her deep understanding of institutional procedures is advantageous to her compliance work. Prior to her federal positions, Elizabeth was in private practice where her concentrations included employment law, criminal law and investigations, family law, and land use.

## MICHAEL COATS

*Vice President of Operations*



As VP of Operations, Michael serves as the architect of strategic operations, lending more than 15 years of experience in project management, employee development, and client experience within Fortune 500 companies. Michael has extensive knowledge in the commercial building, transportation, and telecommunications industries, where he was responsible for overseeing and developing solutions based on forecasting, market dynamics, and data analysis. At Point7, Michael uses his extensive experience to manage client engagements while cultivating best organizational practices, policies, and procedures.

## JASON PALEY

*Vice President of Compliance and Government Relations*



Jason serves as the VP of Compliance and Government Relations for Point Seven Group. He has over five years of experience in the regulated cannabis industry, most recently in his role as Director of Inventory and Compliance for one of Colorado's largest vertically integrated facilities. Jason is a key asset to clients as an expert in interpreting regulations, and ensuring that compliant practices are developed and implemented across all sectors of the business and operation. Supporting the greater consulting team, he doubles as project manager for select clients and has helped secure nine licenses in highly competitive, regulated cannabis markets within the last two years.

## KATELYN COSKEY

*Director of Client Success*



For the six years prior to joining Point Seven Group, Katelyn rose quickly into a leadership position for a large vertical operation in Colorado, where she supervised eight dispensary locations, and served as the Metrc™ and compliance director for a 40,000 sq. ft. site with over 9,000 plants. Her role included oversight of all compliance requirements for the company's five cultivation licenses. Katelyn supports Point7's clients as the Director of Client Success, sharing her extensive experience in dispensary and cultivation operation; including compliance; financial reporting; inventory management; staffing; training; SOP development; and seed-to-sale tracking.

# OUR PEOPLE | CONSULTING TEAM

**ABIGAIL NATH, ESQ.**  
**MBA + ATTORNEY**

*Senior Strategy and  
Compliance Consultant*



Abigail Nath is a licensed attorney, who came to the cannabis industry after litigating against big pharmaceutical brands, such as AstraZeneca, Johnson & Johnson, and Procter & Gamble. Along with her law degree, Abigail also holds an MBA with a focus in management. Her education and experience allow her to aid clients with a wide array of affairs, including cannabis licensing, contract work, and business optimization. In addition to consulting, Abigail also spends time volunteering as a coordinator for the Medical Cannabis Society.

**TIM BERGGREN**

*Director of Finance & Business  
Strategy*



A veteran of the regulated industry, Tim's business experience is rooted in cannabis and technology companies. He has created robust financial models; developed strategic business initiatives; and consulted on licensing applications for over 70 cannabis companies, encompassing the full supply chain across dozens of jurisdictions. Tim is passionate about coaching and supporting our clients throughout the fundraising process, and has helped founders raise over \$20M in debt and equity capital.

**CHELSEA BERNARDO**

*Senior Creative Designer*



Chelsea has a unique hybrid skill set encompassing interior architecture, graphic design, visual merchandising, and retail strategy. Her previous work includes some of the most renowned international corporations within the retail industry including, GAIAM, Victoria's Secret, Bath & Body Works, and Hilton. At Point7 Chelsea works closely with licensing and post-licensure dispensary clients focusing on facility design optimization, display and brand development, and compliant packaging design for clients in multiple markets.

**ROB TURNER**

*3D Render Artist*



With two decades of experience in retail design, Rob's imprint can be seen in hundreds of leading stores, including Verizon, Benihana, Wendys, and Abercrombie & Fitch. His degree in architecture laid the foundation for his success, and Rob's 3-D architectural renderings serve to communicate the designer's intent with an emphasis on image quality, balanced lighting, and visually compelling compositions.

**VALERIE SANDIDGE**

*Senior Project Manager*



Valerie Sandidge has five years experience in the cannabis industry with substantial experience in operational planning and consultation for vertically-integrated cannabis businesses and publicly-traded cannabis companies. Valerie has been responsible for creating, developing and deploying content for integrated training programs, sales, product fulfillment, and customer services. She has successfully helped clients navigate licensure application processes in more than 10 states and Canada. Her expertise in training, operations, licensing, branding, and compliance positions her well to manage multiple projects simultaneously with an eye for detail, communication, and teamwork.



# OUR PEOPLE | CONSULTING TEAM

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## SARAH SATHRE

*Events & Experiential Marketing  
Coordinator*



When it comes to event planning, Sarah Sathre is an aficionado. Her knowledge and expertise in the event industry have been nurtured over many years working as a premiere planner and coordinator. Sarah has coordinated conference events all around the world, including Dubai and Canada. From organizing major business events to garden weddings, she has a passion for planning and creating unique events that have pleased all her clients.

## SHAWN FISHER

*Architect*



A licensed architect in over a dozen states and partner with Crump Wilson Architects, Shawn Fisher directs the firm's operational and architectural design functions. His 16 years of experience includes all phases of project development for industrial, commercial, and manufacturing facilities. He earned a Bachelor of Science in industrial technology from Southeastern Louisiana University, and a Master of Architecture from Louisiana State University. Shawn's laboratory design experience translated well into the cannabis space with the design of Louisiana's first medical cannabis cultivation facility. Today, his pre- and post-licensure clientele in the cannabis market include cultivation facilities, manufacturing, extraction labs, and dispensaries.

## TONY GALLO

*Security Consultant*



Tony Gallo is the Managing Partner for Sapphire Risk Advisory Group, LLC with over 30 years in the Security, Audit, Safety, and Risk/Emergency Management fields. Tony has a Bachelor of Science degree in Criminal Justice from New Jersey City University and is a licensed Security Consultant. Tony is a published author on cannabis security and has spoken at numerous cannabis business conferences across the United States. He is considered one of the leading authorities in cannabis and financial loan service security, focusing on armed robbery, burglary, and loss prevention.

## AMY ANDRLE

*Senior Consultant  
(Vertical Integration)*



Amy is the co-owner of L'Eagle Services, a sustainable adult-use dispensary, MIP, and cultivation facility specializing in organically grown cannabis since 2010. In addition to being a mother and running daily operations for L'Eagle, Amy serves on Denver's Cannabis Sustainability Work Group, and is a founding Board Member of the Cannabis Certification Council. In 2017 Amy was named a Most Important Woman in Cannabis by Cannabis Business Executive. Prior to working in the cannabis industry, Amy holds a graduate degree in nonprofit management, and was an executive at several cultural art organizations, where she gained an appreciation of cooperative compliance and collaboration. Recently, Amy was appointed a prestigious position serving on the Denver County Cultural Council.

## BENJAMIN FRANZ

*Horticulturist Consultant*



Benjamin Franz is a leader in recreational and medicinal cannabis with unique experience in many facets of the industry. He holds a degree in Botany and graduate studies in Horticulture. Since 2009 Benjamin has helped design and build over 20 facilities; overseen over 75 metric tons of premium cannabis flower; and served in executive leadership. Benjamin collaborates with universities and companies in horticultural research and utilizes the breadth of his experience to strategically advise startup and distressed facilities.

# OUR PEOPLE | CONSULTING TEAM

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## STEVE GARNER

*Cultivation Consultant and Horticulturist*



Steve co-founded Pure Cultivation, a horticultural consulting firm dedicated to the cannabis and produce markets. He has over 15 years of experience in the commercial horticulture field ranging from managing cannabis, vegetable, and ornamental greenhouses and indoor grows to consulting for hundreds of start-ups through the early phases of business growth. His current consulting services include greenhouse and indoor grow facility design; cultivation systems selection; operational planning; management training; on-site start-up support; and cultivation guidance. He has consulted nationwide and has developed leading cannabis cultivation facilities in eight states.

## CASSANDRA MAFFEY

*Cultivation Consultant and Horticulturist*



Recently named one of the Top 50 Women in Cannabis by HighTimes Magazine, Cassandra Maffey has over 20 years of cultivation leadership experience within regulated cannabis markets across the United States and Europe. She pioneered the Scalable Living Soil Cultivation system, which produces award-winning cannabis in commercial scale gardens worldwide. Cassandra assists cannabis start-ups through all phases of facility design and outfitting; cultivation; harvesting; troubleshooting; and employee training.



# OUR SERVICES & APPROACH

# OUR PROCESS

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Building a cannabis business requires a thoughtful, strategic (and compliant) plan. Our proven, agile approach was designed to take the guesswork out of cannabis while speeding-up our client's industry learning process.



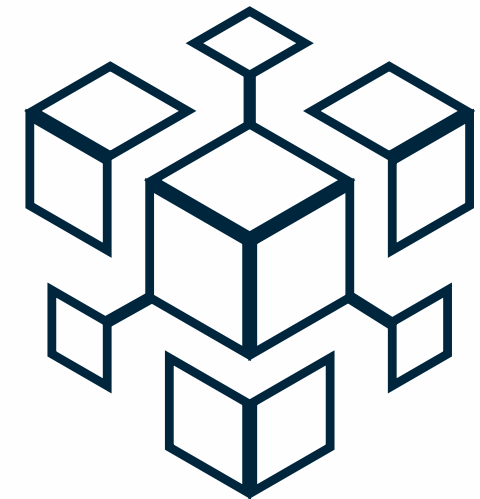
## EXPLORATION

Listening is the cornerstone of Point7's Exploration Phase. We believe the most critical step to creating a successful, sustaining relationship with our clients is to understand their ambitions, pain points, and vision so we may work collaboratively to explore—and understand—each of the business pathways that exist.



## STRATEGY

Cannabis is competitive and the industry is evolving quickly. The Strategy Phase is a highly collaborative process designed to convert outcomes from the Exploration Phase into an actionable plan — taking us from ideation through execution. This is where we dive deep into the market; compare your concept to competitors; stress test our financials; and consider the most tactical way to enter the cannabis market.



## EXECUTION

Flawless execution is our goal— 100% of the time. We recognize your team may be staring down a steep learning curve in cannabis. We're here to ensure our jointly-developed roadmap can be executed effectively, efficiently, on-time, and in compliance with all local and state rules and regulations. We understand where the most common blindspots are and we are well-versed in taking our clients' unique visions—and bringing them to life.



# SERVICES THAT GO BEYOND THE APPLICATION

We expanded our service offering to grow alongside our esteemed clients. From business ideation, through business exit — Point7 is your one-stop-shop for cannabis licensing, design/build, operations, and strategic expansion support.



## STRATEGY

- Business Plan
- Fundraising Plan
- Financial Modeling
- Market Analysis
- Roadmap/Project Plan

## BRAND

- Artwork/New Brand
- Brand Refresh
- Web Design
- Marketing Strategy
- Collateral Design
- Customer Relationship Management (CRM)

## BUILD

- Layout/Floor Plan/Blueprint
- Retail Interior Design
- Cultivation Design
- Processing/Extraction Design
- Equipment Selection
- Facility Optimization
- Visual Merchandising

## LICENSING

- Competitive Licensing
- Technical Writing
- Project Management
- Diversity/Inclusion Planning
- Community Impact Planning
- Compliance/Regulatory Analysis

## OPERATIONS

- Project Management
- SOP Development/Implementation
- Buildout Management
- People Operations/Recruitment
- Wholesale Strategy
- Operational Forecasting
- SaaS Selection/Implementation

## EXPANSION

- Market Analysis
- Mergers/ Acquisitions
- Investment Strategy
- License Expansion
- Brand Expansion
- Product Line Expansion
- Facility Expansion

## EXIT

- Business Valuation
- Investor Deck Design
- Financial Modeling
- Partner Introductions
- Data Room Preparation

# FEW SUCCEED ALONE

At Point7, we understand the power of collaboration. Our network of leading subject matter experts and partners support our team– and yours. Point7's Partner Community is vital to our business, working hand-in-hand with our team to ensure your success.

## STRATEGIC PARTNERS





# We Know Cannabis.

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Let's get started. Connect with us today.

Phone: (844)-764-6874 | Email: [hello@pointsevengroup.com](mailto:hello@pointsevengroup.com) | Website: [pointsevengroup.com](https://pointsevengroup.com) | Follow Point7 on Social: [!\[\]\(919a2cb85b99741a73c0c31a427236a8\_img.jpg\)](#) [!\[\]\(c9cd5a1c35167a83f09a35036fe5dcbd\_img.jpg\)](#) [!\[\]\(ae1936640fabdea8c18f922ca69733fe\_img.jpg\)](#)