

POINT7

G R O U P

STRATEGY | COMPLIANCE | OPERATIONS

When our clients succeed, we succeed

MARKETING & DESIGN SERVICES OVERVIEW

A scenic landscape featuring a calm, turquoise lake in the foreground, reflecting the surrounding environment. The lake is bordered by a dense forest of evergreen trees on the right and steep, rocky slopes on the left. In the background, a range of rugged, snow-capped mountains rises against a sky painted with the warm, orange and pink hues of a sunset or sunrise. The overall scene is serene and majestic.

Point Seven Group is a tenured, global management consulting firm dedicated to the commercial cannabis industry. Our success is measured by that of our clients', whether that's winning licenses, creating global brands, or expanding operations into new markets.

OUR STORY

Point Seven Group (Point7) is a tenured, global management consulting firm dedicated to the commercial cannabis industry. Our world-class team of experts, with direct hands-on experience in the regulated cannabis industry, is known for agility, speed, and exceptional service. Our success is measured by that of our clients', whether that's winning licenses, creating global brands, or expanding operations into new markets.

We've developed a holistic service offering that addresses our clients' business needs from pre-application strategy, through licensing, facility and operational setup, 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

110+

Number of clients supported globally since 2016.

REGULATED MARKETS

75+

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

YEARS EXPERIENCE

46

Point7's combined experience working in regulated cannabis markets.

The background of the image is a topographic map with white contour lines on a brownish-orange background. The lines are irregular and wavy, creating a complex pattern of peaks and valleys. The text is overlaid on this background.

We know cannabis.

We know marketing.

Meet Chelsea Bernardo, *Senior Creative Designer*



Chelsea is a creative designer with a background in interior architecture and graphic design, visual merchandising, and retail strategy. Chelsea lends more than five years of experience to Point7 and has worked on projects for some of the most renowned international corporations within the retail industry including GAIAM, Victoria's Secret, Bath & Body Works, and Hilton.

Chelsea works closely with both pre-and-post licensure clients, focusing on facility optimization, display, and brand development. She has worked on successful dispensary design projects in California, Michigan, and Ohio, as well as compliant packaging design for clients in multiple markets.

Areas of Expertise:

- Graphic Design
- Visual Merchandising
- Interior Design
- Compliant Dispensary Design
- Compliant Packaging Design
- Customer Experience
- Fixture/ Visual Elements Design

Brand Experience:



Meet Elise Castelaz, *Marketing Manager*



Elise joined Point7 as the marketing manager in the fall of 2019 after she moved from Chicago, where she received her bachelor's degree in Marketing and International Business at DePaul University. Elise brings with her over three years of marketing experience, having held roles in brand and digital marketing, sales, and user experience.

Elise has worked with Fortune 500 companies in the U.S. and Germany, spanning the fields of financial services, power tools, autonomous driving research, and has worked in fine arts and entertainment at the Lyric Opera of Chicago. Elise specializes in data-driven marketing strategy, and uses her breadth of experience to bring a unique perspective to all of her projects.

Areas of Expertise:

- Brand Marketing
- Data-Driven Marketing Consulting
 - Conjoint Analysis
 - Perceptual Mapping
 - Survey Development
- User Experience
- Design Thinking

Brand Experience:

DISCOVER



BOSCH



LYRIC OPERA OF CHICAGO

FEW SUCCEED ALONE

Our team of specialists are seasoned experts in the cannabis industry and through the years have built a network of trusted professionals in all aspects of the business. Part of creating custom strategic plans with our clients is knowing when to recommend specific subject matter experts and connecting clients with local contacts in new markets or proven contractors. We pride ourselves on our extensive network of referral partners and consider them an extension of our approach to ensuring our clients succeed.

MEMBERSHIPS + AFFILIATIONS



STRATEGIC PARTNERS



OUR PROCESS



EXPLORATION

POINT7 begins each engagement by spending time with our client. The first step to creating a successful engagement is to understand our client's goals, pain points, big picture vision, and desired process for working together.

This means we are going to ask a lot of questions and do a lot of listening.



STRATEGY

Based on what we learn in exploration, we co-design a strategic plan with our clients that serves as a customized roadmap for our engagement, complete with benchmarks and deliverable deadlines.

There is no silver-bullet strategy for winning in the cannabis space. Each strategy we develop is totally custom.



EXECUTION

The best strategy in the world is meaningless without flawless execution, and this is where our team shines. We are passionate about bringing plans to life with our clients.

We are addicted to the rewarding feeling that comes with hitting milestones, nailing deadlines and winning with our clients.



STRATEGY

Brand Positioning
Market + Category
Analysis
Differentiation
Messaging
Go-To-Market Planning
Product Catalogue
Plan
Product Development



BRAND

Original Logo Design
Brand Identity Package
Usage Guidelines
Font Package
Color Palette



STORY

Brand + Narrative +
Storytelling
Tagline + Mission +
Vision
Presentation Decks
Audience
Segmentation
Speaker Proposals
Media Relations
Content Development



DESIGN

Facility Optimization
Layout + Floor Planning
Interior + Exterior
Architecture Rendering
Compliant Packaging
Design
Visual Merchandising
In-Store Signage
Material Selection
(FF&E)



IMPLEMENTATION

Campaign Development
+ Education
Marketing Collateral
Patient + Provider
Educational Materials
Website + SEO
Social Media



EXPANSION

Brand Expansion
Package
New Product Launch
Plans
New Market Expansion
Sub-Brand Creation



ANALYSIS

Sales Data Analysis
Product Category
Analysis
Conference ROI
Category Reviews

DESCRIPTION OF SERVICES

MARKETING STRATEGY & CAMPAIGN DEVELOPMENT

Point7 will begin by interviewing your team to determine your needs, interests, and areas of focus for the business. Point7 will then develop a marketing plan inclusive of core dates (such as operational ready dates, events, holidays, and other initiatives), as well as the key benchmarks we intend to meet as we execute upon this agreement. Point7 will conduct ongoing desk research, develop a campaign budget (inclusive of estimates for purchased collateral, media buys, events, etc.) and will establish a network of media outlets and local vendors who can fulfill orders (uniforms, printing, etc.).

EVENT COORDINATION & LOGISTICS

Have a product launch event or career fair in your future? We're here to support you! Event coordination may include venue selection, negotiation of contracts, day-of coordination, setup/breakdown, and marketing of the event to boost engagement and attendance.

DISPENSARY DESIGN EXPERIENCE & VISUAL MERCHANDISING

Point7 will design your dispensary and visual merchandising strategy, endeavoring to create a memorable and safe experience for customers. Offering may include: design and fulfillment of employee uniforms, in-store signage, digital signage, exterior banners and displays, branded promotional items, or display design.

PUBLIC & MEDIA RELATIONS

Point7 will develop your business launch strategy as it pertains to the media and surrounding community. Point7 will provide client with an internal social media and media policy, detailing client's policies for employee interaction with the media. Point7 will also develop a reputation management strategy and, once approved, will support your team in successfully implementing this policy within your organization.

PAST CLIENTS:



FIRELANDS
SCIENTIFIC



Free Relief
CANNABINOID OIL



DESCRIPTION OF SERVICES

ESTABLISHING YOUR CORE COMPANY BRANDING

Point7 will develop logo/brand options or work with your team to refine your existing logo. Point7 will spearhead all brand-building and strategy conversations, resulting in a polished logo, brand usage guidelines, typefaces, color palette, and all necessary artwork files. As part of this process, Point7 will work with you to develop brand architecture, depicting the various primary, secondary and tertiary brands that exist, or could exist, once you have established a product roadmap.

DEVELOPING MARKETING COLLATERAL & EDUCATIONAL MATERIALS

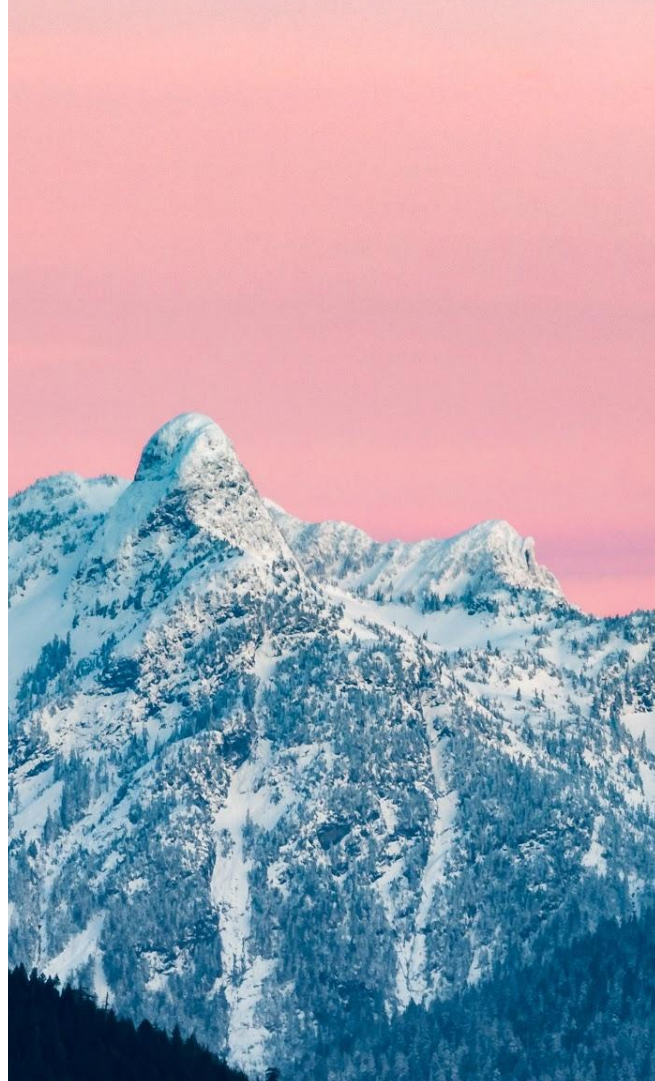
Point7 will design your core marketing collateral and educational materials. Our team will create a suite of custom branded documents which may include letterhead, business cards, a presentation deck, flyers or handouts needed for an upcoming event, community and patient-facing marketing materials, and physician/healthcare facing material. Point7 will maintain open lines of communication regarding collateral creation as the scope of work evolves.

WEBSITE, SOCIAL MEDIA & DIGITAL MARKETING

Point7's in-house team will design a compliant, thoughtful website, prioritizing digital strategy and search engine optimization (SEO), aligned to each state regulation. Point7 will set-up and integrate social media platforms and will develop a social media strategy to manage each platform. Point7 offers 3, 6 and 12 month social media management packages.

COMPLIANT PRODUCT PACKAGING & LABELING DESIGN

Our team will co-develop packaging and labeling, in adherence with specific state regulations and Client's desires for packaging options. Point7 will serve as a liaison between the product development team, Client team, and packaging/labeling vendors, and will work to identify local partners when possible.



PACKAGES & OPTIONS

SALES, MARKETING & BRANDING RETAINER OPTIONS

Our marketing team will work hand-in-hand with you for a predetermined number of months to develop strong and successful marketing materials, social media campaigns, and a solid brand presence, to take your team and company to the next level. Point7 operates as extension of your team and will support you holistically in developing, implementing and measuring the success of your sales and marketing roadmap. This option is excellent for teams who do not yet have a marketing/sales team in house and are looking to outsource to a proven firm. We will work with you to transition marketing and sales back into your organization at the conclusion of our engagement. Retainer packages are available for 12-months, 6-months and 3-months.

NEW BRAND DEVELOPMENT PACKAGE

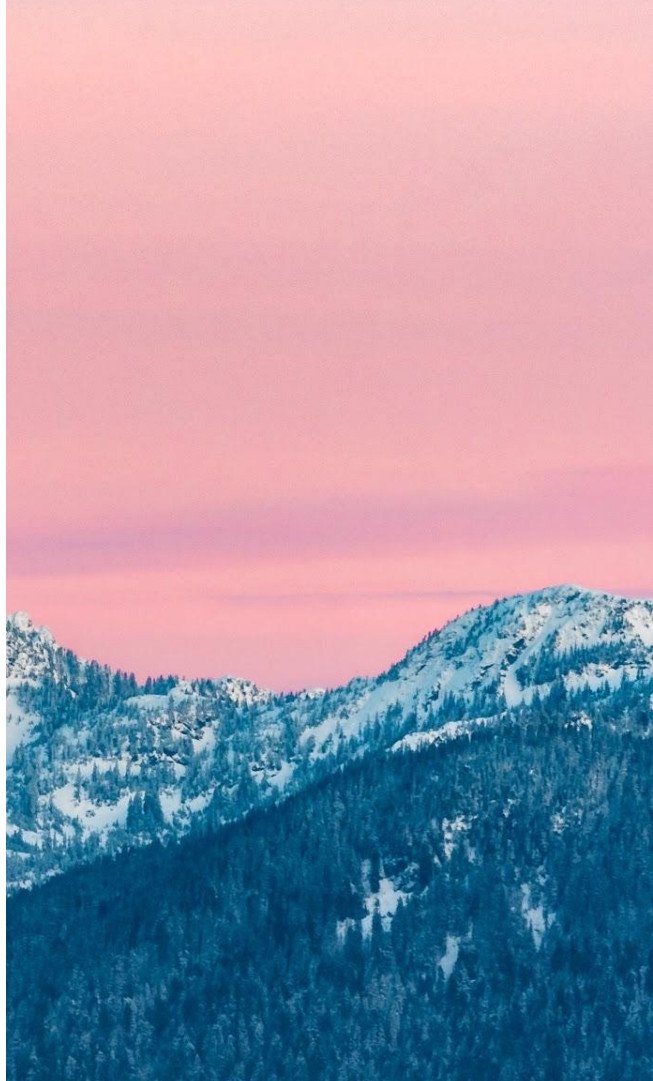
It can feel extremely daunting to enter a booming industry and try to stand out from the crowd. We have developed this kit to offer the essential branding elements to tell your unique and compelling story, and to be competitive in the market. The package includes: logo development; three rounds of logo revisions; brand story, tagline, mission statement and overview; and design of the application, in alignment with logo and brand story.

BRAND REFRESH PACKAGE

Does your existing brand need some love? Allow our branding specialists to take you and your team through a comprehensive brand refresh process.

SPECIAL PROJECT?

Have a special project in mind? We've got you covered. Let us know and we would be happy to customize a package to meet your specific needs.



CASE STUDY | *Dispensary Design*



CLIENT: Calyx Peak (CPC)

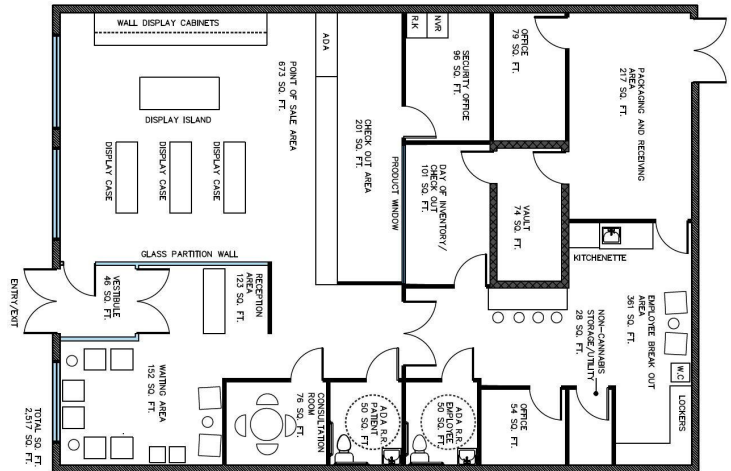
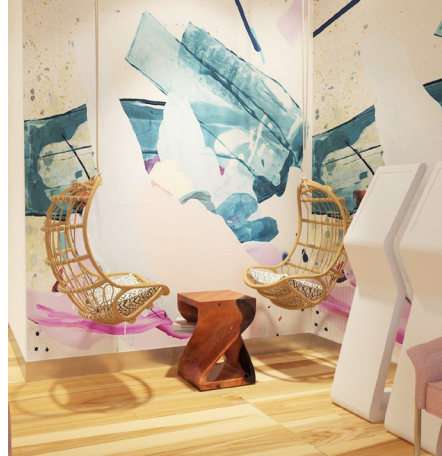
PROJECT: Original Wellness Dispensary Design; Pasadena, California

SUMMARY: This original facility design, in a city known for its old world charm and local community feeling, is an excellent example of the overall Point Seven Group dispensary design philosophy. In every market, the local community wants to know that cannabis operators are aware of the impact they have on the community, and are going to be good stewards of the local values and professional business operators.

Submitting clear, thorough renderings of the Calyx Peak design vision was a crucial component of the Pasadena licensing process. For this work, Point7 ensured that the brand vision was executed consistently throughout the design, exteriors blended well with the local community, and the customer experience emphasized outstanding patient care - a core component of the Calyx Peak company mission. Additionally, clients were able to demonstrate regulatory compliant features throughout the design.



INTERIOR RENDERING



FLOOR PLAN

CASE STUDY | *Dispensary Design*



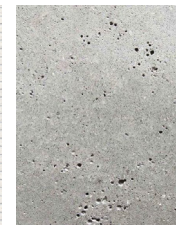
CLIENT CPC CONTINUED: COMBINING COMPLIANCE AND CUSTOMER EXPERIENCE

The state-of-the-art and environmentally-friendly dispensary design marries compliant design and branded customer experience, while maintaining the sustainable, aesthetic, and cultural goals prioritized by the city.

INTERIORS: The proposed interior designs aim to showcase creativity and the innovative twists to reflect the historic architectural traditions, culture, and character of the city. A welcoming color scheme was chosen consisting of olive, forest green, blush, peach, and yellow shades, complemented by natural tones in the furnishings and fixtures. Navy and magenta accents were chosen to add a pop of color and a modern twist. Together, these elements create a calm, comfortable atmosphere for customers and patients.



INTERIOR RENDERINGS



FURNITURE & MATERIALS



CASE STUDY | *Dispensary Design*



PROJECT: Provisions Dispensary

SUMMARY: After careful research, Point7 developed a speakeasy-inspired design concept, paying homage to a rare accomplishment achieved by speakeasies: bringing together people from all races, social classes, and economic status during an extremely divisive period in American History. Many historians credit speakeasies with the proliferation of an entire subculture, bringing about new artistic and musical styles while delivering an experience to patrons. Point7's design reflects elements of this period in time, with a modern twist, aiming to appeal to purchasers of all backgrounds in a comfortable, inspired environment.

INTERIORS: Point7 designed a beautiful interior by fusing together industrial elements—such as hardwood floors, gold-embossed signage frames, and metal shelving and lighting fixtures—with modern amenities, most notably the waiting room learning terminals and digital menus. Each design element, such as the warm-toned paint colors and distinctive surfaces and fixtures, work together to create a comfortable, engaging space while paying homage to the region's rich culture and history. Once inside, purchasers will view an entire wall of historical photos before entering into the sales area through a door that—at first, and second glance—resembles an antiquated bookshelf.

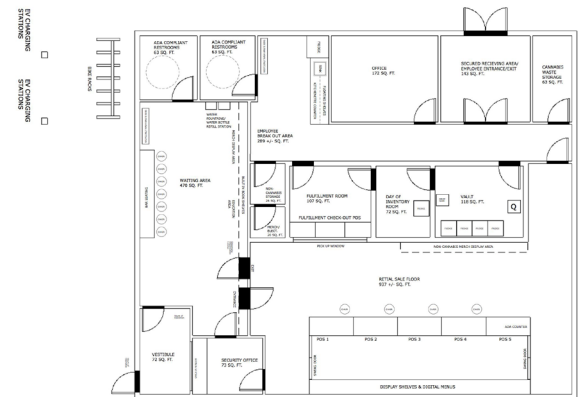
EXTERIORS: Created to mirror the rich, historical architecture of Illinois, and simultaneously blend in a modern twist on a speakeasy, Point7 created a beautiful and original design that incorporates a mixture of stone and brick, stained glass, and design elements inspired by the decade of the 1920's.



EXTERIOR RENDERING



INTERIOR RENDERING



FLOOR PLAN



ESTD. 1862

Limited Access Area

CASE STUDY | Marketing Campaign & Implementation



THINK OUTSIDE THE (PILL) BOX



DOSE OF COMFORT



MEET YOUR MEDICINE

Meet your medicine
Changing the way you choose cannabis.



Introducing Firelands Scientific's new cannabis-infused products line for Ohio's MMJ patients, offered in a variety of THC Rich, Mixed Ratio (THC / CBD), and CBD Rich options



Select Your Color —
Use our easy-to-understand naming system to select Firelands Scientific cannabis products!

Placement/Usage: Firelands Scientific hired Point7 to develop a campaign intended to destigmatize cannabis and promote it as a natural alternative to prescription medications. The campaign messaging focused on emphasizing Firelands Scientific as a credible, innovative care provider offering access to sustainably-sourced care. Execution of this campaign was designed to reach the community at multiple points, using digital, print, and outdoor mediums at the local level.

CASE STUDY | *Traditional Business Moves Into Cannabis*



CLIENT: Anthea powered by Retail Control Systems (RCS)

PROJECT: Brand Development

SUMMARY: For 30 years, RCS was a trusted service provider specializing in retail and restaurant management and software in the U.S. As a top reseller of National Cash Register (NCR), the company enjoyed strong customer loyalty and name recognition, which they were ready to translate into the emerging cannabis market.

RCS engaged Point Seven Group to assist in the introduction of a sub-brand that would resonate with cannabis business operators. Point7 developed a brand package knowing that in the cannabis industry there are plenty of sub-par and unprofessional operators, so conveying the RCS level of proven excellence, trust, and professionalism was critical to their success. The final logo depicts an "A" cradled by seven petals, mirroring the seven petals of the cannabis flower, ensuring industry alignment, while maintaining differentiation in color palate and sophisticated design.

BEFORE



AFTER



COLOR SCHEME



PMS 200 C
CMYK 95/74/7/44
RGB 186/12/47
HEX #BA0C2F



PMS 7421 C
CMYK 18/100/45/67
RGB 101/29/50
HEX #651032



PMS 2965 C
CMYK 100/63/16/78
RGB 0/38/62
HEX #00263E



PMS 7468 C
CMYK 90/18/7/29
RGB 0/115/152
HEX #007398



PMS COOL GRAY 9 C
CMYK 30/22/17/57
RGB 117/120/123
HEX #75787B

ICON



CASE STUDY | *Rebrand Examples*



SUMMIT CONSULTING GROUP | ACCOUNTING

BEFORE



AFTER



FREE RELIEF | NON-PROFIT

BEFORE



AFTER



CRMA | INSURANCE ASSOCIATION

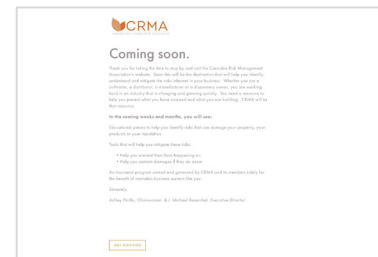
BEFORE



AFTER



WEBSITE LANDING PAGE



TESTIMONIAL | BRAND DESIGN

"Point7 was wonderful to work with. They made the branding process very easy and quickly picked up on the direction we wanted to take our brand. They even did lots of research on our company beforehand and during the project to make sure it went smoothly. I highly recommend this group."

— *Past: Marketing Manager, Retail Control Systems/Anthea*



TESTIMONIAL | DISPENSARY DESIGN

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, Calyx Peak Companies





Let's collaborate!

Connect with us via email or give us a call to get started so we can shape the cannabis industry for the greater good.

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California | Colorado | Ohio