

POINT 7

GROUP

STRATEGY | COMPLIANCE | OPERATIONS

When our clients succeed, we succeed

OVERVIEW OF CONSULTING SERVICES



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.

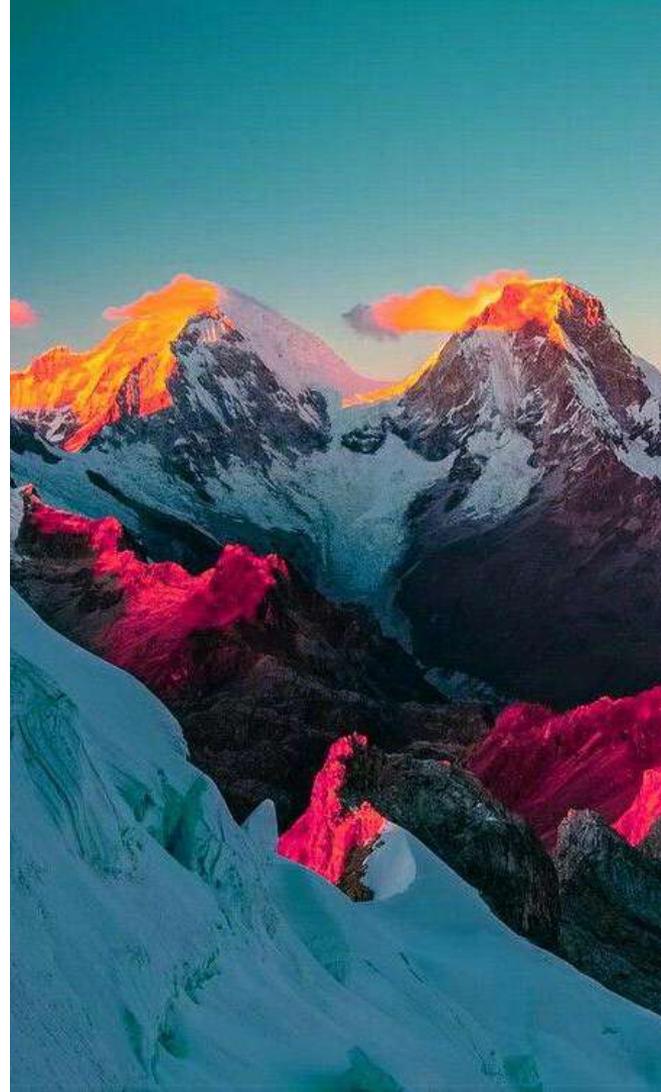
We've developed a holistic service offering that addresses our clients' business needs from pre-application strategy, through licensing, facility and operational setup, compliance, expansion, and exit. We create a custom roadmap for each client, delivered with high-touch service to ensure our clients hit every milestone, in every market, every time.

When our clients succeed, we succeed.

Point7 is a proud member of the following organizations:



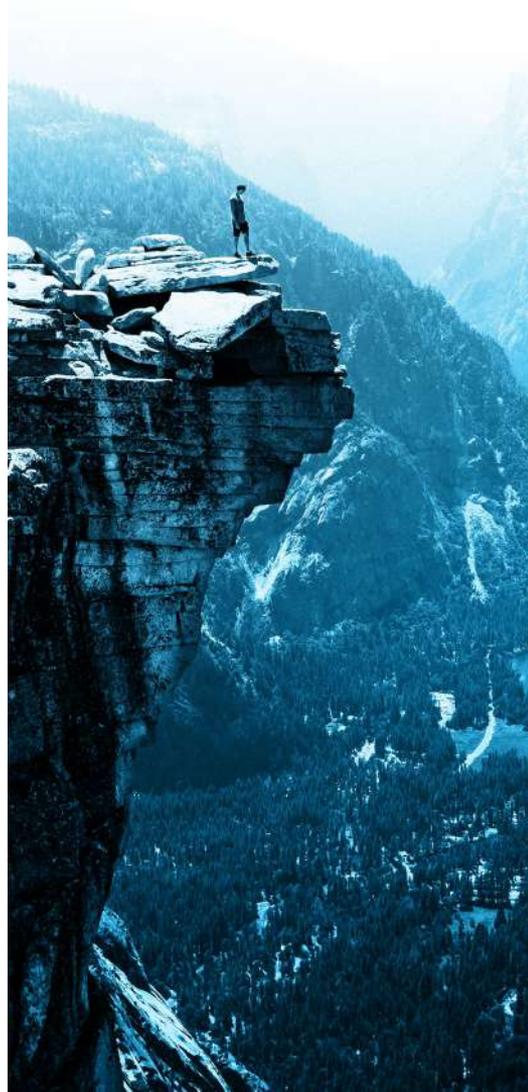
JOIN FORCES. SUCCEED TOGETHER.



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+

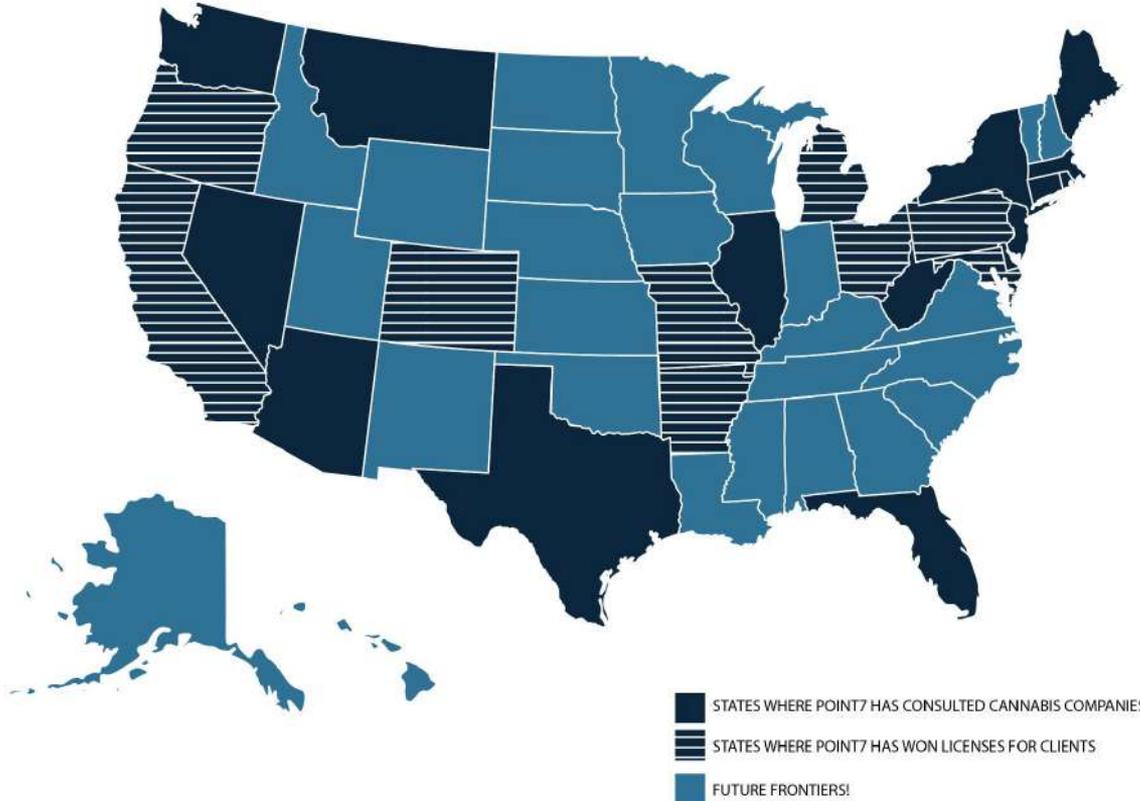
Number of regulated cannabis markets where we have supported clients worldwide.

YEARS EXPERIENCE

46

Point7's combined experience working in regulated cannabis markets.

24 STATES & GROWING



2016

Point7 becomes a full service cannabis consulting company headquartered in Denver, Colorado. Point7 begins working with clients both nationally and internationally on competitive cannabis licensing, compliance, and operations.

2017

Point7 launches a marketing & branding arm and begins offering post-licensure services to new cannabis operators. Founder, Ashley Picillo releases her first book at SXSW entitled **Breaking the Grass Ceiling: Women, Weed and Business**, a biographical collection of stories about women in the cannabis industry.

2018

Point7 opens a second office in California and adds facility design and build-out services. Point7 wins multiple competitive licenses, such as Ohio, Michigan, and California. Point7 becomes certified as a **Women Business Enterprise**. Point7 launches its formal Partnership Program.

2019

Point7 commits **1% of the Company's top-line revenue to environmental organizations as part of 1% For the Planet**—an organization encouraging companies to support environmental sustainability through monetary contributions, strategic marketing, and volunteering. Point7 is selected as a Qualified Vendor to teach Social Equity Participants in Massachusetts.

2020

Point7 wins 40+ cannabis licenses in Missouri in behalf of Clients. Point7 opens a satellite office in San Francisco. Point7 submits competitive licenses in Illinois and Massachusetts in conjunction with strategic partnerships. Point7 wins 'Best Consultant' award presented by Greenway Magazine in Missouri.

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 services.

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

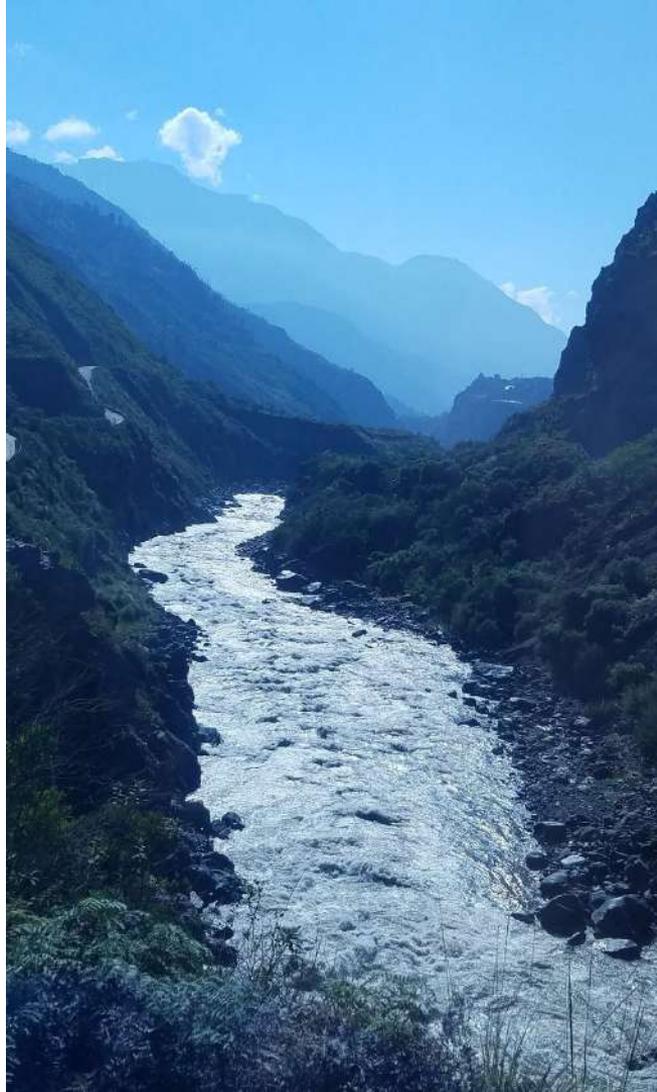
We love what we do and approach our work with **enthusiasm, creativity, and authenticity**. We find true joy in helping to bring our clients' visions to life and aim to share our passion along the way.

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.



Our Greatest Asset?

OUR PEOPLE.

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

AWARDED 'BEST GENERAL APPLICATION CONSULTANT' IN GREENWAY MAGAZINE'S BEST OF THE INDUSTRY 2019 READERS' CHOICE AWARDS



MEDIA COVERAGE



THOUGHT LEADERSHIP

- **Meadowlands** — Navarro, CA (6/2019)
- **Women of Sensi** — LA, CA (4/2019)
- **On The REVEL** — NY, NY (4/2019)
- **SXSW** — Austin, TX (3/2017 and 3/2019)
- **MoCann Trade Keynote & Panelist** — St. Louis, MO (3/2019, 2/2020)
- **Cannabis Women's Leadership Summit Keynote** — LA, CA (5/2018)
- **LAMBA Event** — LA, CA (3/2018)
- **Daily Marijuana Observer: Women in Cannabis** — NY, NY (2/2018)
- **Cannabis World Congress** — Boston, MA; LA, CA (2/2016, 2/2017, 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 square foot 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 that Colorado was quickly becoming the model for other States and **founded Point7 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 has begun taking 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 in 2017 and released at SXSW (2017). She earned her B.S. in Business Administration from Northeastern University, with concentrations in marketing and sociology and holds her Master of Arts degree in Education.

OUR PEOPLE | LEADERSHIP TEAM



Elizabeth L. Roble, Esq.
*General Counsel &
Chief Compliance Officer*

Elizabeth has been practicing law since 2011, gaining expertise in a broad range of areas including employment law, criminal law and investigations, family law, and land use. In these fields, Elizabeth has held a variety of roles including serving as a Special Agent for the Federal Bureau of Investigation in international and cyber terrorism, a private practice attorney, and most recently as an attorney for the United States Postal Service. Elizabeth holds a Bachelor's Degree in Business from Miami University, and a Juris Doctor from the University of California Hastings, College of Law.



Lindsay Dutch
Chief of Staff

Lindsay serves as Chief of Staff for Point7, working hand-in-hand with Point7's CEO and Leadership Team. She maintains the communication framework for the executive team, employees, and clients, acting as an invaluable resource to ensure 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. Lindsay earned her B.A. in Communications from Colorado State University and previously managed TimberDocs customer relations and document fulfillment.



Mic 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 cultivating the 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
Director of Compliance

Jason serves as the Director of Compliance & Regulatory Affairs for Point7. 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. Jason supports the greater consulting team, and also serves as Project Manager for select clients applying for licensure in highly regulated—and competitive—cannabis markets. Jason received his B.A. in History from the University of Connecticut.

OUR PEOPLE | CONSULTING TEAM



Taylor Knepp
Director of Operations

Taylor has over six years experience supporting leading cannabis companies in Colorado's regulated cannabis industry, most recently serving as Director of Operations and Finance for one of the state's premier organic cultivation facilities. He employs a hands-on approach to analyzing the needs of operations and translates them into strategic capital decisions that drive the business forward. Taylor works across each of Point7's unique business sectors, supporting the consulting team as well as Point7's growing client base.



Grant Emoff
Director of Client Relations

Grant brings over seven years of professional sales and marketing experience to the Point7 team. He has spent three years working within the cannabis industry managing projects and overseeing client relations. Grant has been involved with over 26 successful competitive application submissions, and continues to use his industry expertise as the Business Development Manager. Grant attended Ohio University where he earned his B.A. in Sales.



Steve Garner
Horticulture Consultant

Steve co-founded Pure Cultivation, a horticultural consulting firm dedicated to the cannabis and vegetable sectors. Steve's experience spans from facility design, through systems selection, operational planning, staffing, training and on-site startup support. Steve has more than a decade of experience in the commercial horticulture field supporting cannabis greenhouse production, operational planning, application strategy and ornamental propagation. He has consulted hundreds of growers nationwide and has developed leading cannabis cultivation facilities in eight states. Steve attended the University of Georgia and earned his degree in horticulture.



Katelyn Coskey
Senior Consultant

Katelyn began working in the cannabis industry in June 2014 at the ground level as a budtender, quickly rising into a leadership position for a large vertical operation in Colorado. In this capacity, Katelyn supervised eight dispensary locations, two cultivation facilities, and two processing operations. She was later promoted to Compliance Director, a role where she was responsible for overseeing all compliance requirements for each of the Company's licenses. Katelyn supports Point7's clients as a Senior Consultant, sharing her extensive experience in dispensary and cultivation operations including compliance, financial reporting, inventory management, staffing, training, SOP development, and seed-to-sale tracking.

OUR PEOPLE | CONSULTING TEAM



Tim Berggren
Senior Consultant

Tim lends over five years of business experience and financial knowledge, encompassing cannabis and technology companies. He has created robust financial models for cannabis operations, and has developed business strategy initiatives and go-to-market strategies for over 70 cannabis companies nationally. He focuses on these details for the purposes of licensing applications, business plans, pitch decks, and valuations. Tim further supports Point7's clients with financial model reviews and helping build their foundations for strategic business development initiatives. Tim earned His B.S. in Business Administration with a concentration in Finance from the University of California, Berkeley.



Chelsea Bernardo
Senior Creative Designer

Chelsea has an extensive background in interior architecture and graphic design, visual merchandising, and retail strategy. Chelsea brings 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 licensing and post-licensure dispensary clients, focusing on facility design optimization, display and brand development. She has also developed compliant packaging design for clients in multiple markets. Chelsea received her Bachelor of Fine Arts in Interior Design from the Savannah College of Art and Design.



Elise Castelaz
Marketing Manager

Elise serves as the marketing manager for Point7, and 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. Elise attended DePaul University in Chicago, where she earned her B.S. in Business with a concentration in Marketing and International Business.



Brian Hart
Senior Consultant

After graduating with a degree in Finance from the McCombs School of Business at the University of Texas in Austin, Brian began consulting in the financial software industry. He later pursued his passion for traveling the world and moved to Germany to earn his MBA from Furtwangen University. Applying an economics model, Brian began researching the Colorado cannabis industry, ultimately developing his Master's Thesis on the industry. His efforts allowed him to identify and forecast trends in Colorado, and beyond, and led Brian back to consulting where he now works with executives across the cannabis industry to support operational refinement and business and financial strategy within rapidly growing organizations.

OUR PEOPLE | CONSULTING TEAM



Carlee Rhoads
Research Analyst

Carlee joined Point7 as a Summer Intern in 2018 before being promoted to the role of Research Analyst. Carlee supports Point7's research and internal operations processes, as well as various client engagements. Carlee's academic focus has been Small Business Administration and Management, with interest in pre-law.



Max Holownia
Consultant

Max has a background in Industrial Design and Fine Art, receiving his B.A. from the University of Santa Cruz. He entered the cannabis industry in October 2018 as a lead processor for a medical cultivation operation where he was responsible for converting live, fruiting plants into ready for sale products. More recently, he transitioned into the cultivation environment, maintaining perpetual cannabis growth cycles and overseeing the company's Integrated Pest and Environmental Management processes, gaining valuable experience maximizing overall plant health and yield. In late 2019, Max began overseeing ordering and inventory processes for his company's dispensary, quickly rising to be one of the lead team members overseeing customer interactions, inventory control and facilitating training for new employees.



Rhema Srihartiti
Executive Assistant

A fresh face in the cannabis industry, Rhema joins Point7 with a wealth of knowledge spanning across the fields of sound engineering, sales, and administrative support. Rhema's creativity, organizational skills, and dynamic personality have lent to her becoming an essential member of the Point7 team. Rhema is also a Denver-based musician and singer who has been surrounded by music her entire life, and has professionally been involved in the music industry for nine years, originally attending Berklee College of Music before beginning her solo career.



Jessica Painter
Laboratory Testing Consultant

Jessica is a testing consultant with a background in cannabis testing, pharmaceutical manufacturing, and environmental health and safety. Jessica received her B.S. in Biology from Radford University and lends more than four years of professional experience working in a GMP, GLP, and GDP environment. Jessica is passionate about environmental technology and the potential of utilizing cutting-edge technology to improve the world we live in today.

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



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 sustainable cannabis industry. As part of this commitment, Point7 gives back to non-profit organizations by contributing volunteering hours, funding environmental awareness campaigns, and by donating 1% of our annual revenue to organizations committed to environmental efforts.

Point7 is a proud supporter of the following organizations:



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.

SERVICES THAT GO BEYOND THE APPLICATION



STRATEGY

- Business Plan
- Fundraising Plan
- Market Analysis
- Timeline Development



BRAND

- Original Artwork
- Logo Redesign
- Web Design
- Marketing Strategy
- Collateral Design
- Social Media Campaigns



FACILITY

- Layout & Floor Plan
- Design
- Interior & Exterior
- Architecture Design
- Tech & Equipment
- Selection
- Facility Optimization
- Visual Merchandising



LICENSING

- Project Management
- Technical Writing
- Application Strategy
- Business Plan
- Community Impact Plan
- Financial Modeling



OPERATIONS

- Project Management
- SOP Development & Implementation
- Facility Build-out
- Oversight
- Hiring & Training
- Wholesale Strategy
- Operational Forecasting



EXPANSION

- Market Analysis
- Mergers & Acquisitions
- Investment Strategy
- License Expansion



EXIT

- Strategy Design
- Investor Deck Design
- Company Valuation
- Partner Introductions

POINT7 SERVICE OFFERING

At Point7, we recognize that every single client is unique. We pride ourselves in building custom engagements for each client team, and will work with you to co-develop a roadmap and strategy to suit your needs.

MARKET RESEARCH & ANALYSIS

We have worked with clients across the U.S. to support teams in determining which cannabis license(s) to pursue by analyzing market places, conditions, regulatory requirements, and co-designing a roadmap for you and your team.

BUSINESS PLAN & INVESTMENT DECK DESIGN

Our team of Business Strategists, Writers, and Designers will work with you to craft a business plan for use within your application submission, or to secure needed investment dollars. Looking for an investment deck/presentation? We've got you covered.

LICENSING, APPLICATION STRATEGY & DEVELOPMENT

Point7 has won licenses for our clients in some of the most competitive application processes in the United States, including Ohio, Pennsylvania, California, Michigan, and Missouri. Each application engagement is custom-designed to reflect your needs. We can support you in designing a consulting strategy, identifying team members, project managing the entire process, developing written content, creating your financial narrative and model, and designing your facility.



POINT7 SERVICE OFFERING

APPLICATION COMMITMENT CHECKLIST & BREAKDOWN

We'll kick things off by reviewing all of the many commitments and promises made within your submitted application. We will help you execute these commitments by presenting an organized operational roadmap designed to steer the business forward while ensuring we meet each and every requirement set forth within your state's regulations.

FACILITY DESIGN & BUILD-OUT ROADMAP/MANAGEMENT

Point7's Senior Creative Designer and greater marketing and branding team will develop a beautiful, modern, and most importantly, **compliant** layout and design concept. Once a design is selected, we will engage our architectural partner (or yours!) to bring your vision and concept to life. Point7 will manage all moving parts—from equipment selection and procurement, through the ordering of fixtures, furniture and other design elements.

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 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.).



POINT7 SERVICE OFFERING

MARKETING ASSET DEVELOPMENT

Once your core brand is completed, Point7 will oversee development of all marketing initiatives including in-store menus, an integrated website, social media pages, business cards, and beyond. We will work with your Leadership Team and local vendors to prioritize the most pressing marketing collateral needs and will work efficiently to bring these to life throughout the duration of our working relationship.

BRAND IDENTITY DEVELOPMENT

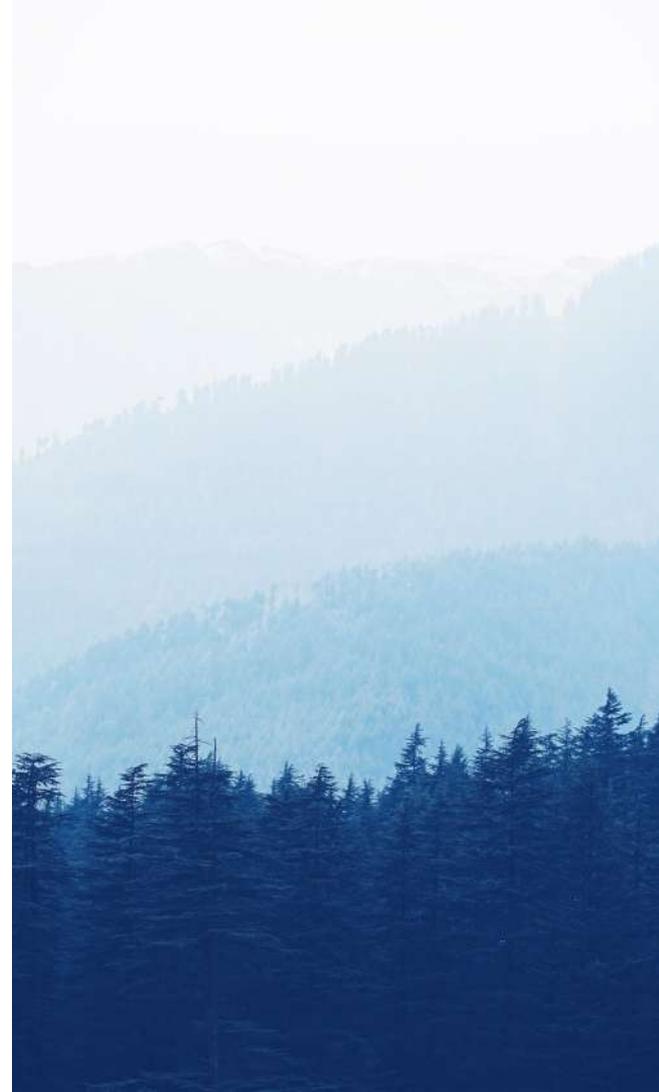
Point7 will develop a brand concept for your cannabis business, verifying viability against the U.S. Patent and Trademark Office and will develop an identity, a series of design concepts, and a detailed Brand Standards Guidebook.

PEOPLE OPERATIONS: STAFFING, HIRING & TRAINING

The success of your business rests on hiring top talent. Allow our team to develop job descriptions, assist in evaluating candidates, host and coordinate hiring events, and support you throughout the entire interview, onboarding, and training process. Cannabis training requirements are often complex; Point7 will work closely with you to develop each training required, and those that we believe are critical to the success of your operation.

STANDARD OPERATING PROCEDURES (SOPs)

Point7 will develop, implement, and coordinate training for each of your SOPs. We will deliver detailed SOPs, developed in careful alignment with each regulation, as well as your original application, ensuring that you pass your first inspections and maintain licensure.



POINT7 SERVICE OFFERING

COMMUNITY ENGAGEMENT & PROGRAMMING

Point7 will support your team in the development of each community impact initiative articulated within your application, as well as develop ongoing initiatives as your business evolves. We'll be by your side for community meetings, working with you to design a complete, aligned community impact plan that will deepen relationships with key constituents and the greater community.

PRODUCT PROCUREMENT & NEGOTIATING

Using industry best practices and industry sales data, we will develop a product sourcing plan, working closely with you to identify excellent vendors and strategic partners for all cannabis product categories inclusive of flower, concentrates, edibles, and topicals. We will work with you to evaluate each purchasing agreement, aiming to secure best pricing and terms for you and your business.

OPERATIONAL READINESS

Above all else, we will make sure your team is ready to open doors **on time** and in compliance with all local and State regulations. Our experienced team members can be on-site with you, ensuring that your team is ready and trained for day one of operations.

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.



POINT7 SERVICE OFFERING

AT POINT7, WE DO THINGS A LITTLE DIFFERENTLY.

Every team is unique; every engagement is special. There is no one-size fits all approach to developing a scope of work. We pride ourselves in developing custom engagements for every single client. Each offering is generally derived from one of the following scope(s) of work:

Strategy Consulting

Have a broad range of needs? Unsure how to start? We've got you covered. Point7 offers Strategy Consulting blocks to clients looking for research and strategic guidance.

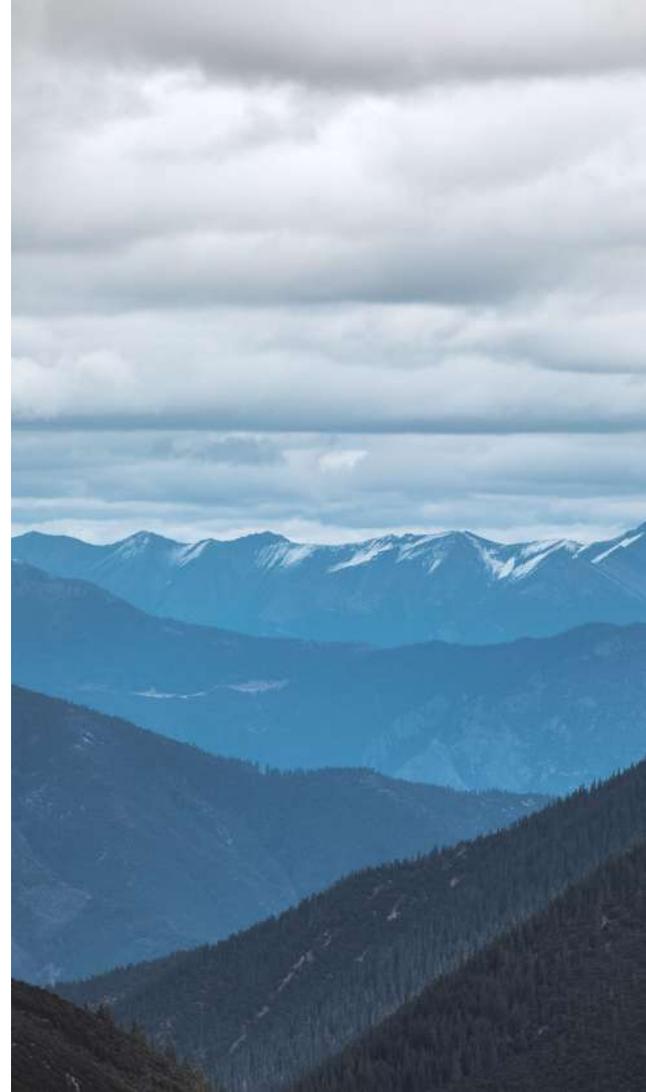
- Retainer blocks begin at 25 hours.
- A retainer fee is assessed and Point7 bills against the retainer in accordance with our rate sheet. We offer discounts to clients purchasing 100 or more consulting hours.

Application Development

We kickoff with an exploratory call to determine the services you will need from our team and/or our partners. We present a flat fee quote and assess a success fee when a license is won for a client. Application development packages range depending upon the complexity of the application and client need.

Standard Operating Procedures (SOPs)

Point7 has developed hundreds of SOPs for each license type and operational function. We sell these books as templates, perfect for groups capable of customizing their own SOPs, and also offer customization support services.



CASE STUDY | *Dispensary Design*



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.

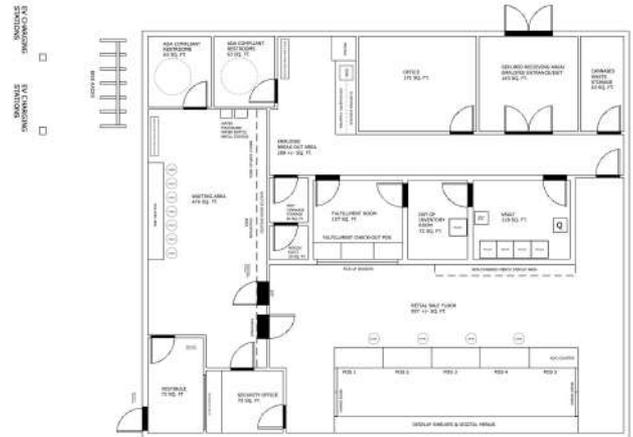
EXTERIORS: Created to mirror the rich, historical architecture of Illinois, and simultaneously blend in a modern twist on a speakeasy, Point7 created a beautiful and original design that incorporates a mixture of stone and brick, stained glass, and design elements inspired by the decade of the 1920's.



EXTERIOR RENDERING



INTERIOR RENDERING



FLOOR PLAN



ESTD. 1862

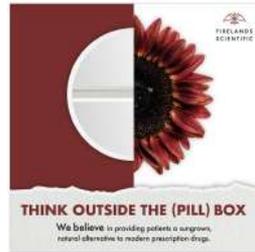
Limited Access Area

Year	Event
1862	Founding of the institution
1865	Opening of the first building
1870	Expansion of the library collection
1875	Establishment of the first department
1880	Construction of the second building
1885	Introduction of the first curriculum
1890	Opening of the first classroom
1895	Establishment of the first faculty
1900	Construction of the third building
1905	Introduction of the first degree program
1910	Opening of the first library building
1915	Establishment of the first department of education
1920	Construction of the fourth building
1925	Introduction of the first department of science
1930	Opening of the first department of business
1935	Establishment of the first department of arts
1940	Construction of the fifth building
1945	Introduction of the first department of social sciences
1950	Opening of the first department of health sciences
1955	Establishment of the first department of law
1960	Construction of the sixth building
1965	Introduction of the first department of engineering
1970	Opening of the first department of agriculture
1975	Establishment of the first department of forestry
1980	Construction of the seventh building
1985	Introduction of the first department of environmental studies
1990	Opening of the first department of international studies
1995	Establishment of the first department of global studies
2000	Construction of the eighth building
2005	Introduction of the first department of public administration
2010	Opening of the first department of public policy
2015	Establishment of the first department of public health
2020	Construction of the ninth building
2025	Introduction of the first department of public safety

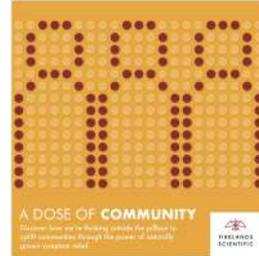
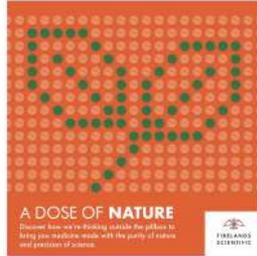
CASE STUDY | Marketing Campaign & Implementation



THINK OUTSIDE THE (PILL) BOX



DOSE OF COMFORT



MEET YOUR MEDICINE



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.

TESTIMONIAL | EXPLORATION

"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 Ohio Cultivation licenses





TESTIMONIAL | STRATEGY

"I'm so glad I decided to work with Point7. The whole team went way above and beyond to help us throughout the application process. The Point7 team is extremely knowledgeable and they're not afraid to work around the clock if that's what it takes to win licenses."

– Nevil Patel, *CEO of Shangri-La*

Winner of five dispensary licenses in Missouri

TESTIMONIAL | EXECUTION

"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*





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