



PRESENTATION OF CONSULTING SERVICES

STRATEGY | COMPLIANCE | OPERATIONS

When our clients succeed, we succeed.

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.

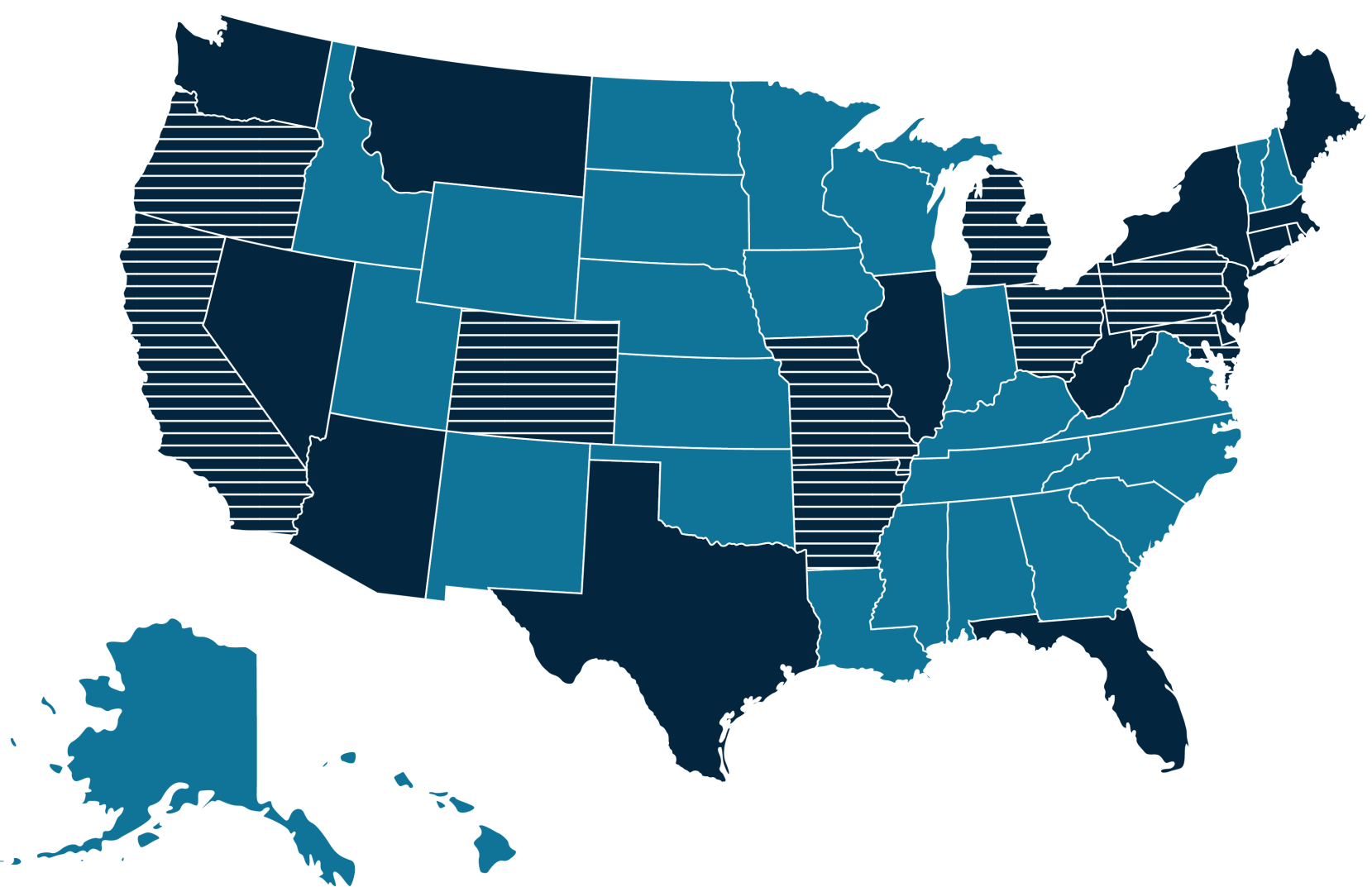
We've developed a holistic service offering that addresses our clients' business needs from pre-application strategy, through licensing, facility and operational setup, compliance, expansion, and exit. We create a custom roadmap for each client, delivered with high-touch service to ensure our clients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

When our clients succeed, we succeed.

Point7 is a proud member of the following organizations:



25 STATES & GROWING



- STATES WHERE POINT7 HAS CONSULTED FOR CANNABIS CLIENTS
- STATES WHERE POINT7 HAS WON LICENSES FOR CLIENTS
- FUTURE FRONTIERS

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 licenses in competitive states including Ohio, Michigan, and California. Point7 becomes certified as **a Women Business Enterprise**. Additionally, the firm 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** on 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 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.



Our Greatest Asset? **OUR PEOPLE.**

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





MEDIA COVERAGE

Civilized.



The Boston Globe



THE CANNABIST[™]
NEWS, CULTIVATED



SXSW. 

The New York Times

THE DENVER POST

b.Blunt[®]

GREENWAY
THE MISSOURI CANNABIS PUBLICATION

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 — St. Louis, MO (3/2019)
- » 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 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 **25 US states, Canada, and Australia** secure highly-coveted cannabis business licenses.

OUR PEOPLE | EXECUTIVE LEADERSHIP TEAM



Elizabeth L. Roble, Esq *General Counsel + 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.



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.



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 (9) licenses in highly competitive, regulated cannabis markets within the last two years.

OUR PEOPLE | CONSULTING TEAM



Abigail Nath, *Senior Consultant, MBA + Attorney*

Abigail Nath is a licensed attorney, who came to the cannabis industry after litigating against big pharmaceutical brands like 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, *Senior Business + Finance Consultant*

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 founders throughout the fundraising process and has helped founders raise over \$20M in debt and equity capital.



Amy Andrle, *Senior Consultant (Full Supply Chain)*

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, gaining an appreciation of cooperative compliance and collaboration. Recently, Amy was appointed a prestigious position serving on the Denver County Cultural Council.



Steve Garner, *Cultivation Consultant + 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 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 + 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.



Katelyn Coskey, *Facility Operations + Training Consultant*

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 a senior operations 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.



Lolade Omokanwaye, *Product Development Engineer*

Lola began as the operations intern at Point7 during the summer of 2019. After acquiring her bachelor's degree in Biomedical Engineering and Psychology from Columbia University, she decided to bring her talents to the team as a full-time engineer. Her main academic focus was in pharmaceuticals, which allowed her to gain years of research and lab experience while gaining an understanding of the drug development process. Lola is passionate about using her skills to reform the cannabis consumption experience to reflect newfound medical knowledge of the plant.

OUR PEOPLE | MARKETING, CREATIVE + BUSINESS DEVELOPMENT TEAM



Grant Emoff, *Director of Client Relations*

Grant brings professional sales and marketing experience to the Point Seven Group. In the past three years, he has been involved with over 26 successful competitive application submissions. His expertise in project management is vital to successfully overseeing Point7's client relations.



Taylor Knepp, *Director of Compliance + Partnerships*

Working in the regulated industry since its advent in Colorado, Taylor has supported leading cannabis companies in Colorado, most recently serving as director of operations and finance for one of the state's premier 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, both internally for Point Seven Group and as a project manager for select clients. Taylor works across each of Point7's unique business sectors, supporting the consulting team as well as Point7's growing client base.



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. 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 Rendering 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; 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.



Carlee Rhoads, *Research Assistant*

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.

FEW SUCCEED ALONE

Our seasoned experts have spent years cultivating relationships with trusted professionals in the cannabis industry. At Point7, we recognize the value of local subject matter experts and we pride ourselves on our extensive network of referral partners, and consider them a vital part of our team that ensures 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 socially equitable cannabis industry. As part of this commitment, Point7 gives back to non-profit organizations by contributing volunteering hours, funding social equity awareness campaigns, and by donating 1% of our annual revenue to organizations committed to making a positive impact on the environment.

Point7 is a proud supporter of the following organizations:



OUR PROCESS



EXPLORATION

Listening is the cornerstone of Point7's engagement practice. We believe the most important step to creating a successful working relationship is to understand our client's goals, pain points, big picture vision, and individualized process for working together.



STRATEGY

Post-exploration, we work closely with our clients to design a strategic plan that serves as a customized roadmap for our engagement, complete with benchmarks and deliverable deadlines.



EXECUTION

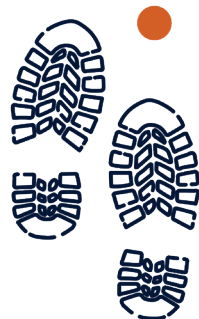
Our team exercises flawless execution to bring your vision and plan to life. There is no better reward than knowing we have been a part of a job well done.

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



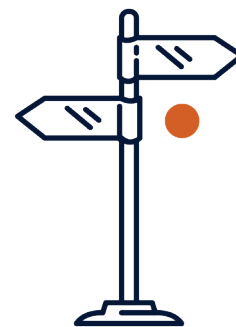
LICENSING

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 programs 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? We've worked with our clients to create successful decks built on solid projections, backed by industry data.

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 strategy, identifying team members, project managing the entire process, developing written content, creating your financial narrative and model, and designing your facility.

APPLICATION COMMITMENT CHECKLIST + BREAKDOWN

As we work with you on your application, we will be tracking the actionable commitments and promises made within your submitted application. Point7 will help you meet 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.

POINT7 SERVICE OFFERING

COMMUNITY ENGAGEMENT + PROGRAMMING

Most state applications require programs to determine, and mitigate, any potentially negative impacts on the local community. Point7 knows the importance of being a good neighbor, and how vital the local community's support is in obtaining your license. We will work with you to actualize these programs articulated in your application, as well as develop ongoing community outreach 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.

FACILITY DESIGN + BUILD-OUT ROADMAP/MANAGEMENT

Point7's creative team will work with you to develop an aesthetically appealing and compliant facility 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 ordering 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, and holidays), as well as key benchmarks. Point7 will conduct ongoing research, develop a campaign budget (inclusive of estimates for purchased collateral, media buys, events, etc.) and will develop a network of media outlets and local vendors who can fulfill orders (uniforms, printing, signage, etc.).

MARKETING ASSET DEVELOPMENT

Once your core brand is developed, Point7 will oversee the creation of all marketing initiatives including in-store menus, an integrated website, social media pages, business cards, and more. We will work with your leadership team and local vendors to prioritize the most pressing marketing collateral needs and will work efficiently to deliver these.

BRAND IDENTITY DEVELOPMENT

Point7 will develop a brand concept for your cannabis business, and will develop an identity, a series of design concepts, and a detailed brand standards guidebook for you.

POINT7 SERVICE OFFERING

STANDARD OPERATING PROCEDURES (SOPs)

Development of (and adherence to) SOPs are critical throughout your licensure, and are frequently referenced by inspectors as a means to maintain good standing. Point7 will develop, implement, and coordinate training for each of your SOPs. We will deliver detailed SOPs in careful alignment with local regulations and your original application.

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, on-boarding, and training process. Cannabis training requirements are often complex; Point7 will work closely with you to develop not only mandatory training programs, but those that we know will help your team succeed in a competitive market.

PRODUCT PROCUREMENT + NEGOTIATING

Using industry best practices and 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 including flower, tinctures, concentrates, edibles, and topicals. We will work with you to evaluate each purchasing agreement, aiming to secure the best pricing and terms for you and your business.

OPERATIONAL READINESS

Above all else, we will make sure your team is ready to open your 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?

Do you 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.

MARKET & FEASIBILITY REPORTS

POINT7 IS WELL VERSED IN CONDUCTING EXTENSIVE MARKET RESEARCH ON BEHALF OF CLIENTS WORLDWIDE.

Not every project requires a market analysis and feasibility study, but it is crucial that you do it right when it is necessary. Let Point7's highly knowledgeable business consultants and cannabis industry experts develop your market analysis and financial feasibility report so you are fully prepared for the opportunities and risks that lay ahead.

Feasibility studies are often the foundation upon which the rest of the project is built and are meant to encompass the project's potential risks and rewards. Point7's report includes:

- Market entrance and market capture rate
- Projected revenue and expenses, inclusive of debt repayment
- Financial sensitivity analysis
- Current and future competitive landscape
- Regulatory requirements and restrictions
- Future trends and market insights

If you think you are at the right stage of your business startup venture to develop a market analysis and financial feasibility report, Point7 is here for you.

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 programs 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

Beginning with an exploratory call, we 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's needs.

Standard Operating Procedures (SOPs)

Point7 has developed hundreds of SOPs for each license type and operational function. We offer these in a template format, perfect for groups capable of customizing their own SOPs, and also offer customization support services.



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.

POINTSEVENGROUP.COM
HELLO@POINTSEVENGROUP.COM
(844) POINT7G
(844-764-6874)