



# 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.**

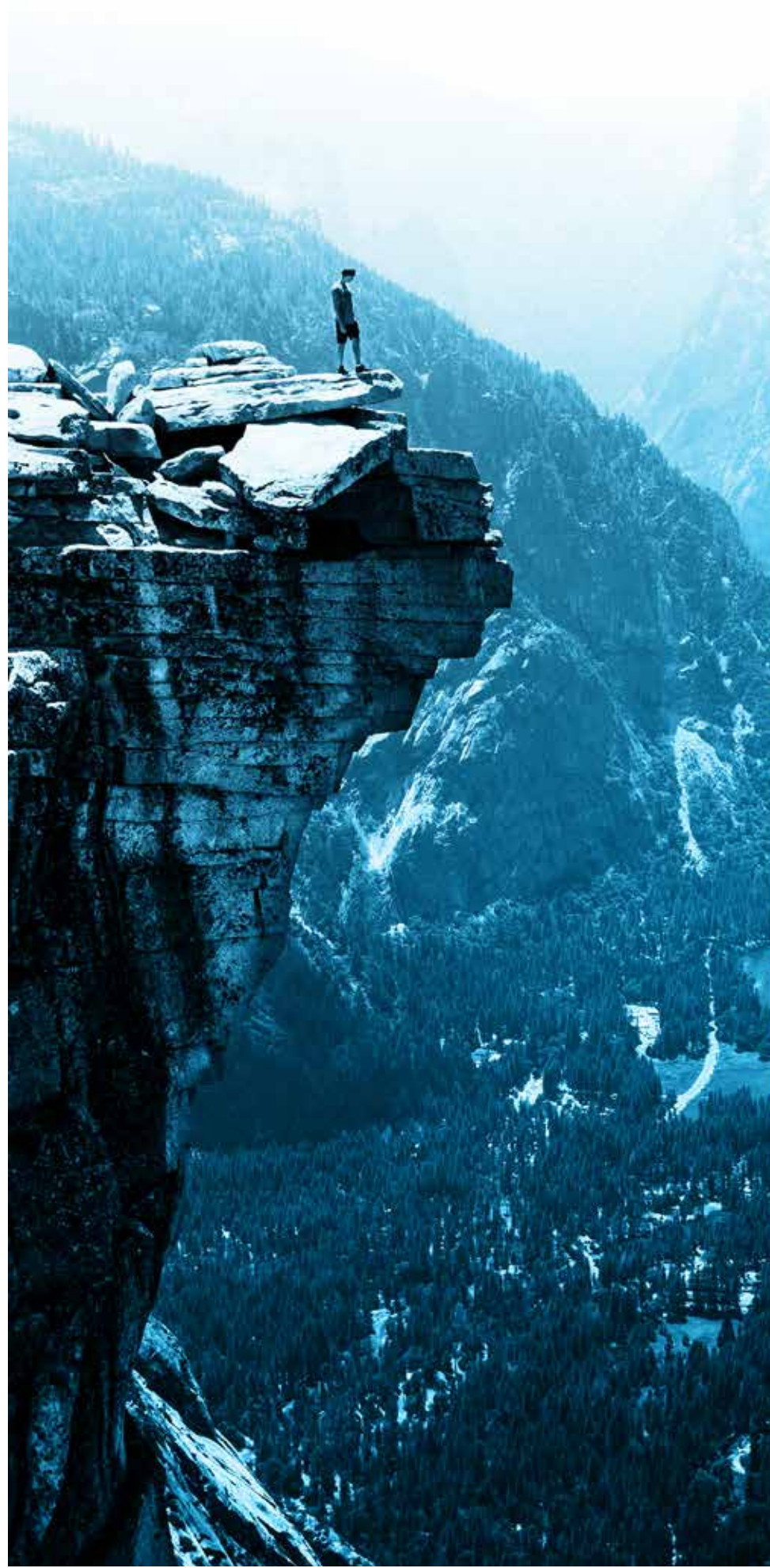
Point7 is a proud member of the following organizations:



# 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

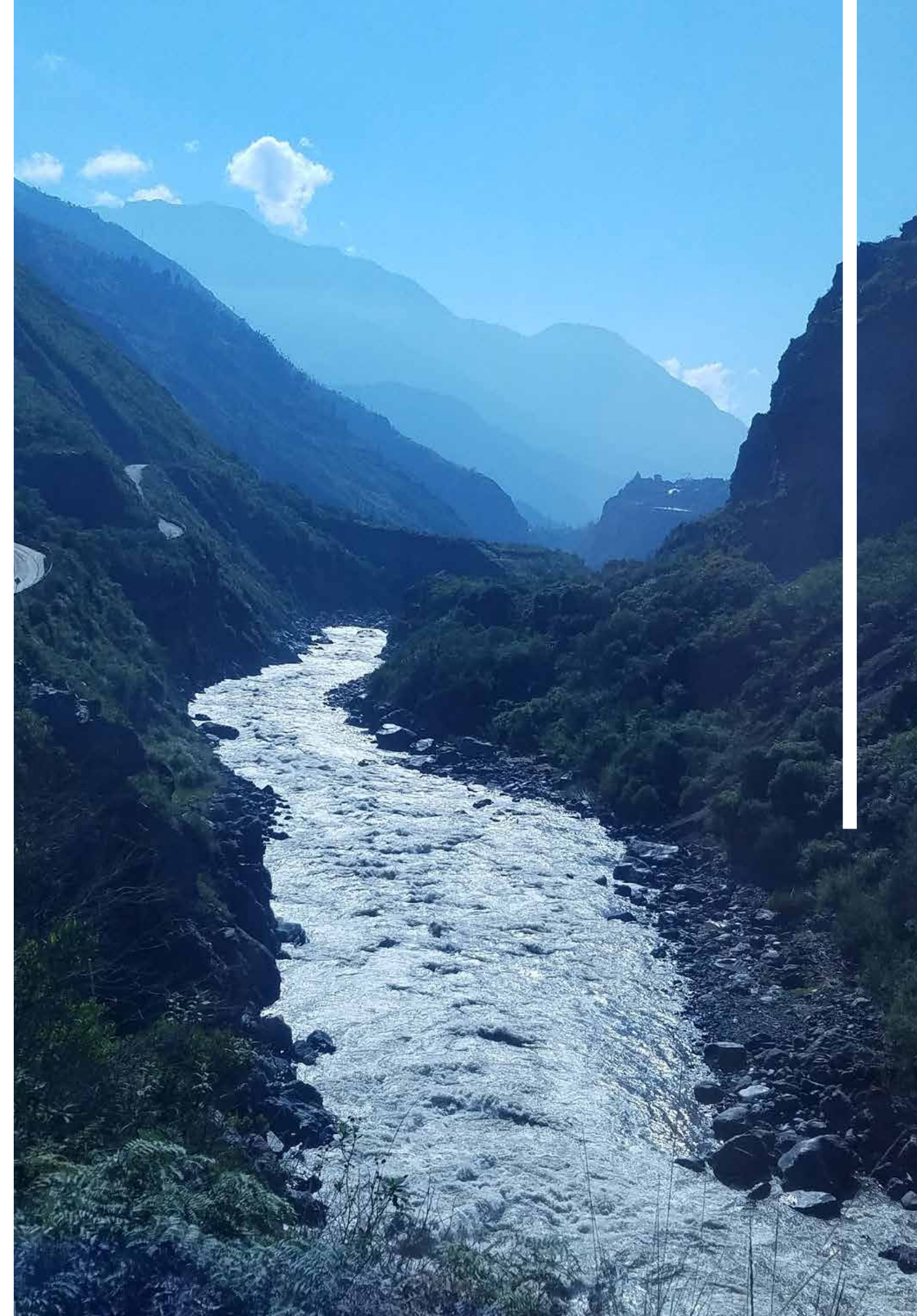
We love what we do and approach our work with **enthusiasm, creativity, and authenticity**. We find true joy in helping to bring our clients' visions to life and aim to share our passion along the way.

## NEVER STOP INNOVATING

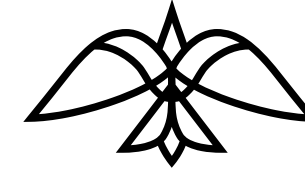
**We think big**. We refuse to rest on our laurels and instead remain curious, relentlessly pushing the envelope as we ask big questions and explore new frontiers.

## 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.

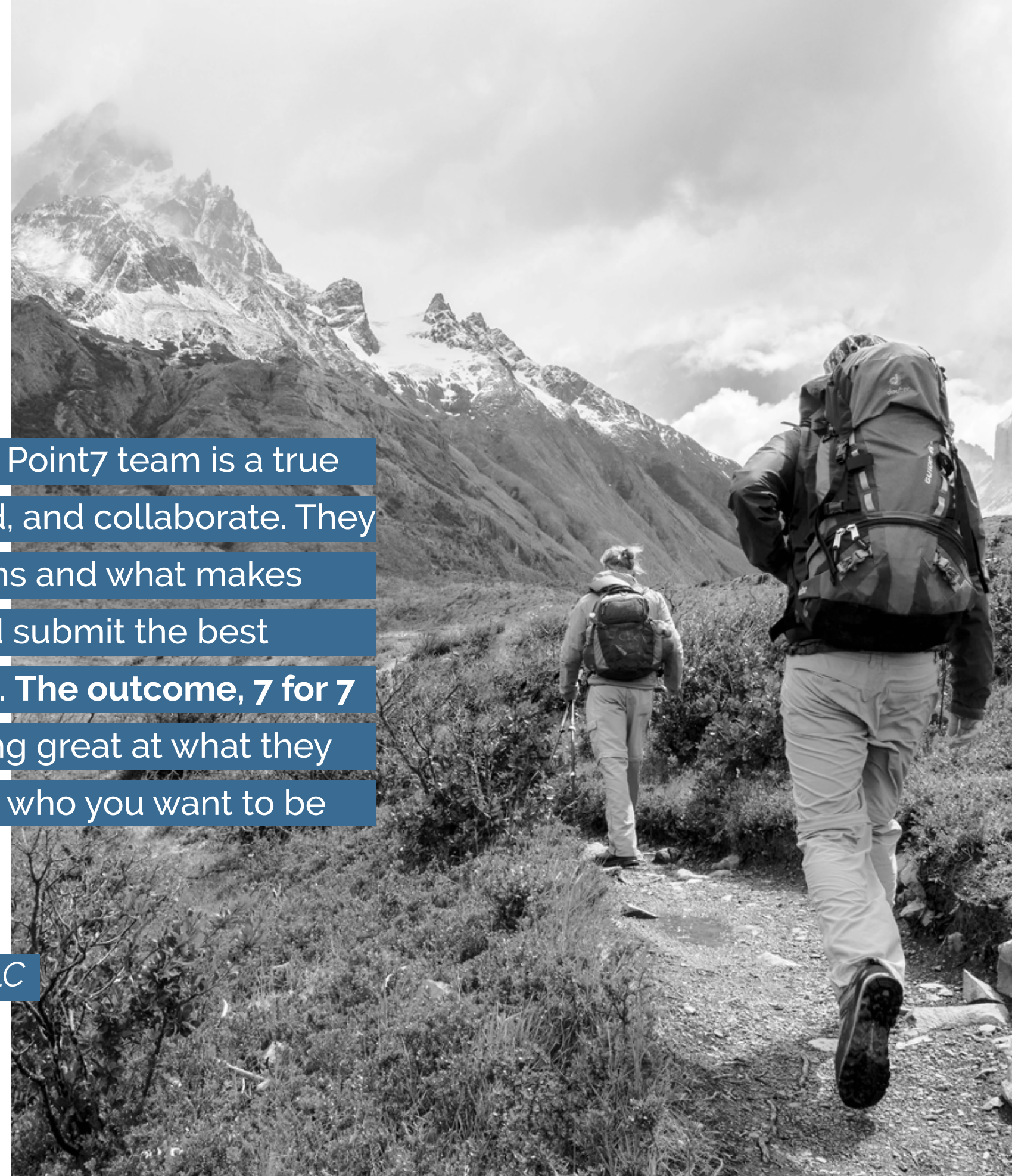
Point7 is a proud supporter of the following organizations:



# 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)*



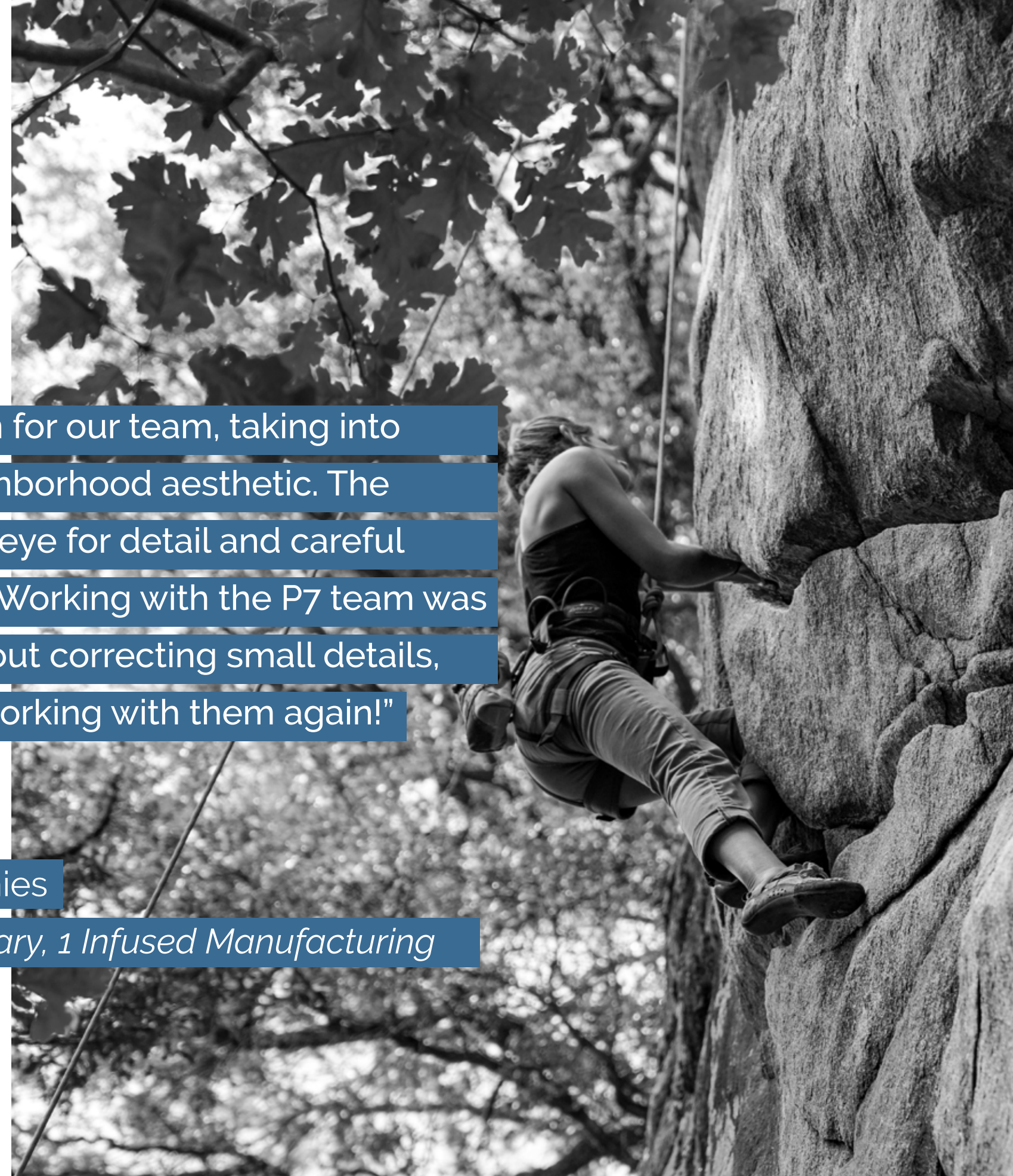
## TESTIMONIAL | EXECUTION

"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

Rolling Stone

Civilized.

The Boston Globe



CBS

benzinga

M.  
MARIJUANA TIMES

DENVER BUSINESS JOURNAL

POTNETWORK

weedmaps

THE CANNABIST  
NEWS, CULTIVATED

Westword

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 — 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)
- » LAMBA 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)



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## 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

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## 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.

## COLE EASTMAN

*Vice President Licensing & Compliance*



Cole is a licensed attorney with substantial legal, compliance, and legislative experience in regulated industries. Prior to joining Point7, Cole was an attorney for a multi-state operator, where he provided strategic legal and regulatory advice on a broad array of cannabis-related issues. Before entering the cannabis industry, Cole was an Assistant Counsel to the former Speaker of the Illinois House and worked on several Democratic campaigns, including former President Barack Obama's 2012 reelection. Cole received his law degree from Loyola University School of Law, and is a member of the Illinois Bar.

## 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.

# OUR PEOPLE | CONSULTING TEAM

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## KATELYN COSKEY

*Director of Business Development*



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.

## 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.

## 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, including AstraZeneca, Johnson & Johnson, and Procter & Gamble. In addition to her law degree, Abigail 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. Abigail also spends time volunteering as a coordinator for the Medical Cannabis Society.

## 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. 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.

## JESSICA PAINTER *Client Operations Manager*



Jessica has a science degree in biology from Radford University, and began her career at GlaxoSmithKline, where she worked with the stringent regulations surrounding development of a safe and efficacious pharmaceutical product. Passionate about the benefits of cannabis, Jessica joined Steep Hill Labs as a laboratory technician where she improved efficiency by creating and validating a quicker analysis on an assay; assisted in the company achievement of ISO accreditation; and served as a client project manager.



# OUR PEOPLE | CONSULTING TEAM

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**SPENCER HEMMINGWAY**  
*Junior Finance Consultant*



A graduate of Brown University, Providence, RI with a Bachelor of Arts degree in business economics, Spencer is a results-focused and motivated young professional with experience as a business development representative at Oracle Netsuite. During summer analyst tenures with JP Morgan, CIBC Private Wealth Management, and Georgetown Capital, he provided administrative support to project teams, underwrote marketable secured loans, and designed and analyzed market research.

**ALENA LINDH**  
*Marketing & Communications Intern*



Alena, a Florida native, is currently a student at Washington University in St. Louis, pursuing a Bachelor of Science degree in business administration with a major in marketing, and a double minor in design and psychology & brain sciences. She previously served as a social media marketing intern for a nonprofit organization promoting cannabis legalization, education, and environmental change in the State of New York. At the Point Seven Group, Alena will provide administrative support to the business and marketing teams, including website content development.

**SHAWN FISHER**  
*Architect*



Shawn Fisher is a licensed architect and founder of ARCH7 with over 16 years of architectural experience, and four years designing facilities for the cannabis industry. Project design experience includes cultivation and manufacturing facilities; extraction labs; and dispensaries stretching coast to coast across the U.S. He earned a Bachelor of Science in industrial technology from Southeastern Louisiana University and a Master of Architecture from Louisiana State University.

**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.

# 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](http://pointsevengroup.com) | Follow Point7 on Social: [!\[\]\(d84e7ea36f695d92cb39ec32c307ac93\_img.jpg\)](#) [!\[\]\(db9b0c6fa4ac1078c53d7f74438ad75d\_img.jpg\)](#) [!\[\]\(4892c00d164c0b290930862b5f7d8a4a\_img.jpg\)](#)