

POINT7

G R O U P

STRATEGY | COMPLIANCE | OPERATIONS

When our clients succeed, we succeed

POINT7 PARTNERSHIP PROGRAM

POINT7 2020 PARTNERSHIP PROGRAM

Thank you for your interest in Point Seven Group (Point7) and its Partnership program. We are thrilled to be connected with you.

We pride ourselves in developing lasting, genuine, and mutually-beneficial relationships with people and businesses who share similar values, produce excellent work, and feel like an extension of our own team.

We look forward to telling you more about Point7 and our Partnership program, and can't wait to begin collaborating!

Sincerely,

A handwritten signature in black ink, appearing to read 'AP', with a long horizontal flourish extending to the right.

Ashley Picillo
Founder & CEO

A handwritten signature in black ink, appearing to read 'TKnepp', with a stylized 'K' and a long horizontal flourish extending to the right.

Taylor Knepp
Director of Partnerships & Operations



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.

As a full-service firm, our holistic service offerings meet our clients' business needs throughout their business life cycle: 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.

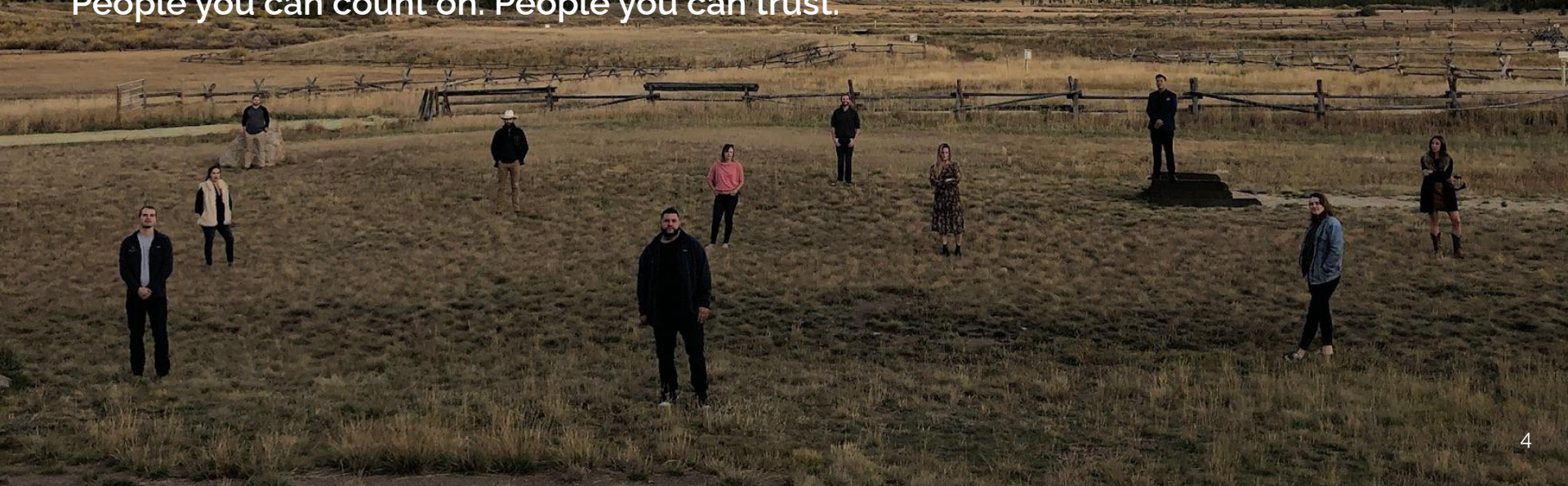
Point7 is a proud member of the following organizations:



Our Greatest Asset?

OUR PEOPLE.

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



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+

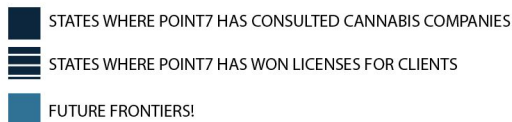
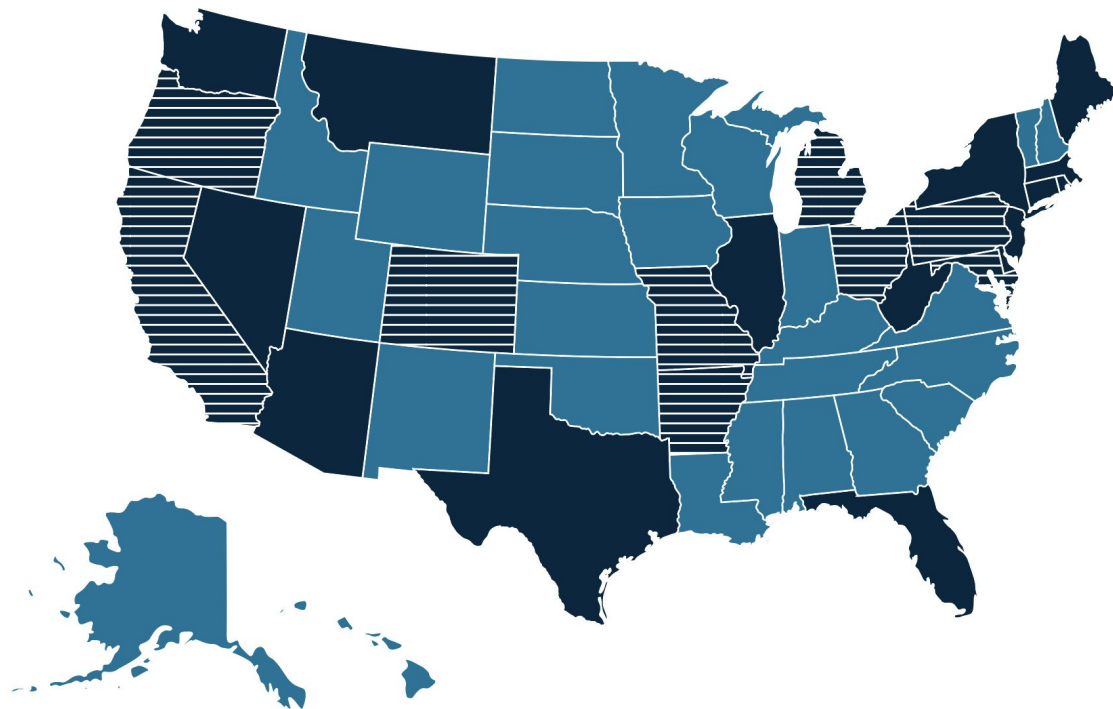
Number of regulated cannabis markets where we have supported clients worldwide.

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 in 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 design curriculum for and teach participants in Massachusetts' groundbreaking Social Equity program.

2020

Point7 realizes the highest success rate for any single source consultancy, **winning 40+ cannabis licenses in Missouri** on behalf of Clients. Point7 opens a satellite office in San Francisco, and 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

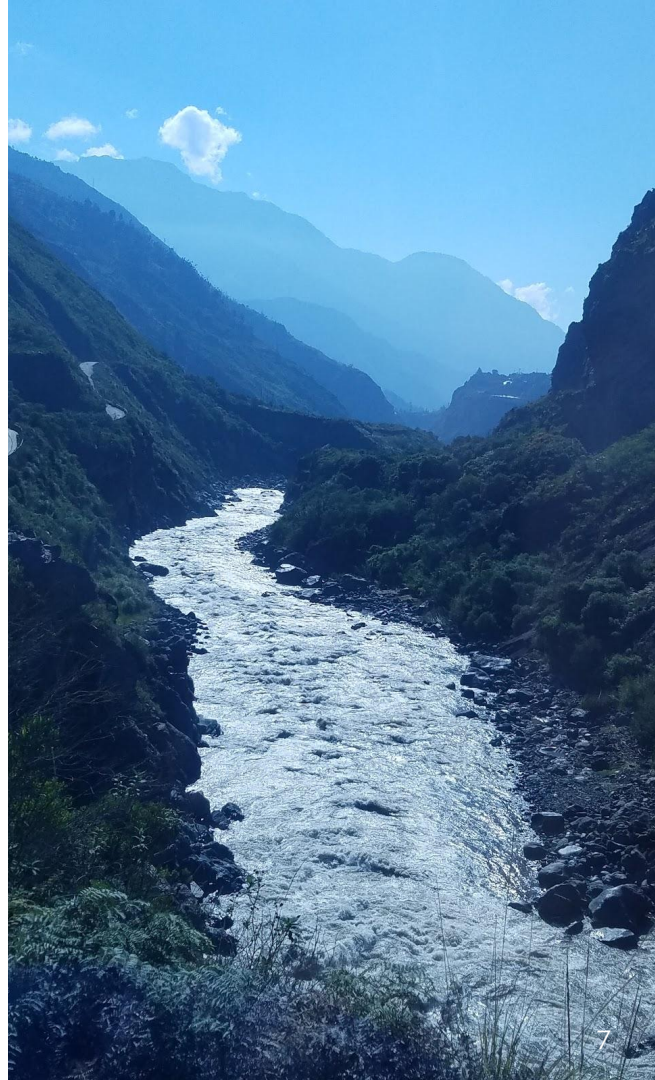
We love what we do and approach our work with **enthusiasm, creativity, and authenticity**. We find true joy in helping to bring our clients' visions to life and aim to share our passion along the way.

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.



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:

LAST
PRISONER
PROJECT

 **Cannabis
Doing Good.**

 **Outdoor
Lab** Foundation

 **COOKING
MATTERS**



**KNOW
YOUR
RIGHTS
CAMP**

 **kindCOLORADO**
CULTIVATE COMMUNITY • GROW GOOD

 **COLORADO GIVES.ORG**
A program of Community First Foundation

 **SOLAR ENERGY
INTERNATIONAL**
Educate. Engage. Empower.

 **CONSERVATION
COLORADO**

 **Bird
Conservancy
of the Rockies**

 **POW**
PROTECT OUR WINTERS

 **Planned
Parenthood**
Rocky Mountains



 **Environmental
Learning for Kids**

 **OUTWARD
BOUND**

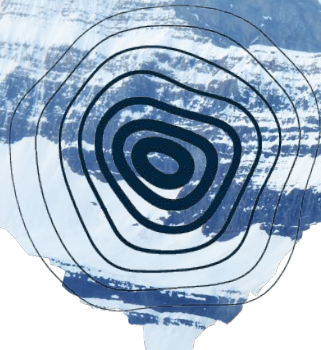
 **SOUTHBAY
ARTIST COLLECTIVE**

 **ssdp**
Start making sense™

 **SUFFER
BETTER**



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



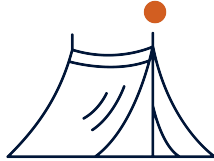
STRATEGY

- 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

History has proven that one cannot do it alone.

Become a Point7 Partner.

Thank you for your interest in the Point7 Partnership Program.

We recognized years ago that collaboration among Partners is critical to our success as a business, and to our clients' success as operators. We are proud to re-launch our Partnership Program, offering five unique partnership relationship types. Our Partners are truly an extension of our team and brand, bringing great value to our collaborative projects. *We look forward to welcoming you to the team!*

- Industry Partners
- Affiliate Partners
- Ambassador Partners
- SaaS Partners
- Communication Partners

Industry Partners

Point7 has become recognized as one of the most effective cannabis consultancies, because of our **ability to collaborate with a network of specialists**, providing the best solutions for each of our customers' unique challenges and opportunities.

Our partnership-driven strategy is to **harness each other's valuable resources** and **networks to benefit our clients**, which leads us to partnering with established companies in specialized sectors that provide products and services critical for the cannabis business and overall industry to succeed. We also **credit the success of these unified efforts** to the fact that our Industry Partners share our core values, and as such, are viewed as—and treated—as an extension of the Point7 family.

Ways to Collaborate as an Industry Partner:

Sharing resources, market research, cross-promoting one another on digital/social media, booth-sharing at conferences, conference panel submissions, co-authored articles, lead sharing/referrals

Join us! Meet some of our Industry Partners!





Affiliate Partners

Point7 values establishing **mutually beneficial relationships** with a curated group of Affiliates, recognizing that **affiliations are an important element** in the suite of cannabis business consulting products and services we offer.

From their point of influence, Affiliates drive qualified prospects to Point7 by promoting our company's capabilities and offerings. In return, Affiliates are **compensated for positive outcomes that result** from using their own influence and platforms to propel prospects to engage in business with Point7.

Ways to Collaborate as an Affiliate Partner:

Already present in the cannabis industry, Affiliates effortlessly brief their clients and prospects on Point7's competencies when appropriate. These organic and influential conversations can lead to mutual opportunities for our companies.

Join us! Meet some of our Affiliate Partners!



Brand Ambassadors

Point7 Ambassadors are a valued extension of our organization. Rooted in sharing Point7's values and ethics, Ambassadors are authorized representatives who actively engage with prospective cannabis business owners and industry influencers in specific markets on our behalf.

We train and empower our Ambassadors to confidently represent **Point7** at **select in-market events, with a goal of increasing company awareness and sales.** In return, Ambassadors are rewarded for driving prospective clients to our company.

Ways to Collaborate as a Brand Ambassador:

As our eyes and ears hyper locally, Ambassadors alert us about great event opportunities in their region that are certain to attract the cannabis business community. Point7 will assign you to be present at relevant industry gatherings as our in-market ambassador, and equip you with the branding and collateral needed to confidently shine!

Join us! Meet some of our Brand Ambassadors!



SaaS Partners

We're honored to be able to guide clients with winning formulas for establishing cannabis businesses at the earliest points of entry into a legal, regulated cannabis market — the application and operational readiness phases.

Point7 is trusted to **recommend and integrate** Software as a Solution into its clients' licensing and operational plans. Because we have **advanced knowledge of the types of software** delivery and licensing solutions the highly regulated cannabis industry needs, SaaS partners authorize Point7 to be a reseller of on-demand software solutions and delivery models that meet the stringent requirements of a cannabis business.

Ways to Collaborate as a SaaS Partner:

SaaS Partners are integrated throughout our prospecting and client service cycle. Our authorized reseller status is featured across our communication platforms, baked in to proposals, and showcased at live events. We also optimize co-operative communication initiatives too.

Join us! Meet some of our SaaS Partners!

Trainual

StashStock
Grow. Track. Provide.

gusto



Communication Partners

Communication Partnerships have proven to be a smart, collaborative commitment capable of scaling our individual **marketing communications efforts**. Guided by agreed-to communication and content plan, Point7 and its Communication Partners **co-author and cross-promote blogs, industry articles, and white papers; and, co-present virtual webinars and live conference discussions**. The industry values and engages with communication supported by this collaborative approach because the **knowledge shared is broader and deeper**.

Ways to Collaborate as an Communication Partners:

In tandem, we pursue co-presenting opportunities; collaborate on articles, blogs, and white papers together; and commit to engaging with each other's content in order to amplify reach.

Join us! Meet some of our Communication Partners!

Cannabis Trainers
THE SAFE RESPONSIBLE SALE OF CANNABIS



REVEL



HUMBLE
BLOOM



Now that you have learned about our Partnership Program, and know you are interested, take these next steps:

1. Schedule a **15-minute exploratory call** with us to ensure you've identified the partnership type that is best for you.
2. Have a final meeting with us to dive deeper into the working aspects of **our collaborative relationship**, with the goal to have an action plan moving forward.
3. Complete our agreement, exchange the assets we need to represent our partnership, and ***let's go!***

Testimonials From Our Partners



"Ashley and the entire Point Seven Group (Point7) have been instrumental in delivering on Cova's promise of being compliant-first. They have been able to equip us with key regulatory details through multiple states, allowing us to move quickly to support our MSOs that are operating in existing and emerging legal markets. We also have Point7 to thank in terms of being able to work with many of our clients in Missouri. They are very well-respected in the industry and I highly recommend any opportunity to work with them."

Anne Forkutza, VP of Strategic Partnerships



"Working alongside Ashley and her team for cannabis licenses in competitive markets has been a great experience. They have a creative, communicative, and hardworking staff – perfectionists in their work. Definitely an asset for any team. Their designs have incorporated our security elements without sacrificing any elegance of the brand and culture they were developing. We look forward to continuing our relationship and making great things happen with them."

Tony Gallo, Founder and Managing Partner



"I met Ashley of Point Seven Group at the Imperious Expo in Arkansas where she participated in a panel of speakers. I could tell right away that her team knew exactly how to address their clients' needs. Since then we've had a great relationship with Point7 and we were able to mutually benefit from client referrals and cross promoting each other's services in the cannabis space. Their support has been invaluable and their depth of experience is what every client is seeking."

Shawn Fisher, Partner



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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