

## Checklist: Cannabis Industry Business Plan

### □ Cover Page

- o Logo
- o Company name
- Company operation type (cultivation, processor, or retailer)
- Basic contact information

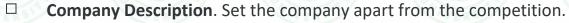


### □ Executive Summary

- o Brief company description, including legal framework (LLC, LLP, etc.)
- Specific license(s) held
- How the company is different from competitors
- Marketing highlights
- Trademarks
- Patents
- Sales highlights
- o Tag line



- o Legal framework of the global, national, and local market
- Trends, growth patterns, and key influencing factors
- Applicable laws and legislation
- Growth forecast by geographical area and product line
- Company's position
- Current pricing
- Product or strain considerations
- Competition



- Company setup/structure (LLC, LLP, etc.)
- Stage of business development
- o Owner
- o Specialization
- Intellectual property







# Checklist: Cannabis Industry Business Plan

### ☐ Marketing and Sales.

- Visual marketing plan: Logos, branding, buildout, packaging
- Target market
- Price structure
- Market penetration strategy
- Sales approach
- Advertising and networking



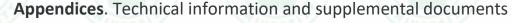


#### ☐ Facility Operating Plan

- Physical location
- Owned or leased
- Expansion potential
- Floor plan
- Security plan
- o Permits
- Fire safety
- Compliance
- Testing
- Waste disposal

#### □ Finances.

- Start-up, development, and basic operation costs
- Estimated profit and loss based on market projections
- Funding requests



- Detailed resumes
- Relevant business documents
- Intellectual property documents
- Mechanically engineered plans
- Architect plans
- Permits
- Detailed financial statements



