



Checklist: Cannabis Industry Business Plan

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

- Table of Contents.** Provide a clear roadmap of the document.

- Executive Summary**
 - 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
 - Tag line

- Market Analysis.** Describe the current market and the company's position within it.
 - 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 Description.** Set the company apart from the competition.
 - Company setup/structure (LLC, LLP, etc.)
 - Stage of business development
 - Owner
 - 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

- New Product Research and Development.** Plan for staying up to date.

- Product Life Span.** Expiration dates and returns.

- Facility Operating Plan**
 - Physical location
 - Owned or leased
 - Expansion potential
 - Floor plan
 - Security plan
 - 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

- Appendices.** Technical information and supplemental documents
 - Detailed resumes
 - Relevant business documents
 - Intellectual property documents
 - Mechanically engineered plans
 - Architect plans
 - Permits
 - Detailed financial statements