



How To Become A Cannabis Entrepreneur

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Cannabis Training University

WORLD LEADER IN CANNABIS CAREER EDUCATION



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Are you interested in opening a cannabis business? Are you thinking about investing in the cannabis industry? If so, the Master of Cannabis Certification Program from Cannabis Training University is what you need to get started.

The cannabis industry is complicated, especially to the outsider. The abundance of contradictory federal and local laws and regulations can discourage even the most daring investors. And the subtle differences in the cannabis-industry, compared to mainstream industries, are enough to make anyone's head spin!

No worries, though—Cannabis Training University is here to help you with the insider training you need. With in-depth information on cultivation, extraction, infused product, retail and ancillary cannabis businesses, the Master of Cannabis Certification Program will teach you everything you need to know about:

- Cannabis plants and strains
- Cannabinoids, terpenes, and entourage effects
- Popular cannabis-infused products
- Cannabis work permits in the United States and Canada
- Cannabis industry networking
- Cannabis marketing and advertising
- Cannabis industry challenges
- Responsibilities of dozens of cannabis job roles
- Cannabis business licensing, including links to important government websites
- How to write a cannabis business plan and pitch deck
- Cannabis business setup and operation
- Indoor and outdoor cannabis cultivation businesses
- Cannabis extraction businesses
- Cannabis-infused product businesses
- Cannabis medical and recreational dispensaries
- Ancillary cannabis businesses
- Cannabis laws and regulations in the US, Canada, and around the world
- And much, much more!

Learn today and start investing tomorrow!



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Hannah's Story

Hannah has always had an eye for business. Ever since she earned her MBA degree from The Wharton School in her hometown of Philadelphia, Pennsylvania, her dedicated entrepreneurial spirit has driven her to seek out new opportunities in emerging industries.



Recently, Hannah made some money in the stock market and decided to invest it in the cannabis industry. Hannah didn't want to start a new business from scratch—she preferred to use her expertise in finance to help someone who had already started a promising cannabis business.

To find the perfect business to invest in, Hannah needed to boost her cannabis knowledge. So she enrolled in the Master of Cannabis Certification Program with CTU to learn what she needed to know.

Challenge #1: Learn The Lingo

Hannah learned everything she knew about cannabis from friends in college. That was good enough for a casual cannabis smoker, but she needed industry-standard training if she wanted to be able to communicate with the experts about investment opportunities in the cannabis industry.

The Cannabis Basics class gave Hannah the total low-down on everything she needed to know about cannabis. Hannah learned everything from strains to terpenes to the most popular cannabis products. She was happy to learn that she could download the terminology handouts from CTU to refer to later.

|  Terminology: Cannabis Businesses | |
|---|---|
| business plan | A document that sets out a business's objectives and strategies for achieving them |
| cannabis collective | Organization that facilitates the joint effort of patients and caregivers, including the division of costs and revenues |
| compliant | Meeting the rules or standards set forth by a government for an industry |
| demographics | Statistical data relating to the population and particular groups within it |
| gross margin | The difference between revenue and cost of goods sold, divided by revenue |
| HIPAA | Health Insurance Portability and Accountability Act, a US law designed to provide privacy standards to protect patients' medical records and other health information |
| margin | The difference between the seller's cost for acquiring products and the selling price |
| market penetration | The extent to which a product is available in a particular market for customers to buy |
| merchant account | A bank account that enables the holder to accept credit cards for payment |
| micro influencer | A person who has 100,000 to 500,000 followers on a social media channel |
| moratorium | A temporary prohibition of an activity |
| pitch deck | A short series of slides that outlines a basic business plan, usually accompanied by an in-person presentation |
| profit margin | The amount that sales revenue exceeds the cost of doing business |

<https://cannabistraininguniversity.com/enroll-now/>

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Challenge #2: Explore The Possibilities


Hannah wanted a solid understanding of every type of business in the cannabis industry. She knew if she studied, she'd find a niche market that was underserved in her area.

The Cannabis Business class gave her that and more. With in-depth instruction on the setup and operation of cultivation, extraction, infused-product, retail, and ancillary cannabis businesses, Hannah was able to understand how things work at a deeper level. And the overview of challenges in the cannabis industry helped her narrow down her focus even more.

Lesson 2: Cannabis Business Basics

0% COMPLETE

- 1. Challenges for the Cannabis Entrepreneur
- 2. How to Write a Business Plan
- 3. Pitch Deck Basics
- 4. Branding, Marketing, and Advertising
- 5. Transporting Products (Business to Business)
- 6. Inventory Management



6.1 Seed to Harvest

As a cannabis cultivator, you will need to keep track of all cannabis, from when you plant each seed until you sell the harvested product. You'll need to inventory:

- Every seed, including where they are located and when they sprout.
- Every plant from clone or seedling through flower and harvest, including each plant's location and growth stage.

Challenge #3: Learn The Laws

Once she had a good understanding of the cannabis industry, Hannah was ready to learn about the cannabis laws in Pennsylvania and surrounding areas. She wanted to know how easy it would be to branch out into other areas if the business she invested in was successful.

In the Cannabis Laws and Regulations class, Hannah learned that all of the states that border Pennsylvania had medical cannabis programs. She also learned that New Jersey had passed a constitutional amendment to initiate a recreational cannabis program. There was plenty of room for growth!

CTU Lesson 1: Cannabis Laws In The United States

0% COMPLETE

- 1. History Of US Cannabis Policy
- 2. Cannabis And The US Criminal Justice System
- 3. Current US Federal Cannabis Law
- 4. Current US Hemp Laws
- 5. US States Where Cannabis Is Legal For Medical And Recreational Use
- 6. US States Where Cannabis Is Legal For Medical Use Only

Pennsylvania

Program Type: [Medical](#)

Medical Possession: Qualified and registered patients and caregivers may possess up to a 30-day supply of non-smokable cannabis.

Medical Cultivation: No home cultivation for patients or caregivers

Unlawful:

- Possession for personal use (30 gm or less flower or 8 gm or less hash): Misdemeanor
- Possession of larger amount up to 200 lb.: Higher misdemeanor
- Distribution without receiving money: Misdemeanor
- Distribution of any amount with receiving money: Felony
- Cultivation of less than 10 plants: Charged as possession
- Cultivation of more than 10 plants: Charged as trafficking
- Trafficking is possession, distribution or cultivation over 2 lb.: Felony trafficking



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Challenge #4: Narrow It Down

In the Cannabis Business class, Hannah learned that very few cannabis business licenses were currently available in Pennsylvania and surrounding states. She also noticed something else—that just about every type of business in the cannabis industry is required to have their products tested by an approved laboratory. This was true for the emerging hemp industry as well.

The screenshot shows a video player interface. On the left, a green sidebar displays 'Lesson 3: Cannabis Cultivation Businesses' with a progress indicator at 11% complete and a list of five sub-lessons: '1. Before You Start', '2. Financing Your Business', '3. Setting Up Your Business', '4. Getting Property', and '5. Setting Up an Indoor Cultivation Business'. The main video area is titled '7.3 Product Testing' and shows a close-up of cannabis buds in a white bowl. Below the video, text reads: 'Any product you produce must be tested by a government-licensed lab before it is allowed to be sold in stores. What is required to be tested varies between areas. However, most labs will test for a variety of things, including:'

She looked into the test lab requirements in Pennsylvania and learned that not only were licenses available—there was no fee for applying! She realized that this was rare in the cannabis industry. She decided that investing in a cannabis and hemp test lab was the way to go.

Challenge #5: Find A Business To Invest In

Now it was time for Hannah to find the perfect cannabis business to invest in. She followed the advice in the Cannabis Careers class and joined PhillyNORML, the local branch of the National Organization for the Reform of Marijuana Laws.

At her first meeting, Hannah met Alan, a chemist who owned a food testing lab in Philly. It was Alan's first meeting too—he was just starting to explore whether cannabis testing would be right for his company.

The screenshot shows a video player interface. On the left, a green sidebar displays 'CTU Lesson 2: Cannabis Career Basics' with a progress indicator at 7% complete and a list of four sub-lessons: '1. Where To Look For A Job', '2. Build Your Cannabis Experience', '3. How to Write a Resume', and '4. How to Write a Cover Letter'. The main video area contains a bulleted list of organizations: 'National cannabis events', 'NORML', 'Women Grow', 'National Cannabis Industry Association', and 'Marijuana Policy Project'. Each item includes a brief description of the organization's mission and activities.

Alan and Hannah decided to work together. Hannah would provide cash to buy the special equipment they needed to test cannabis and Alan would provide the expertise.



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Challenge #6: Apply For A License

CTU made it easy to apply for a test lab license in Pennsylvania. The link to the application was right in the course!

The screenshot shows a course interface. On the left is a green sidebar with the title 'Lesson 1: Government Requirements For Cannabis Businesses' and a progress indicator '23% COMPLETE'. Below the title is a list of three items: '1. Overview' (checked), '2. Cannabis Businesses in the United States' (partially completed), and '3. Hemp Businesses in the United States' (not started). The main content area is titled 'Pennsylvania' and lists several links: 'Program type: Medical', 'Vertical integration: Optional', 'License availability: Available during period scheduled', 'Applications: [Test Lab](#)', 'Licensing fees: [Chapter 1141](#), [General](#)', and 'Inventory tracking system: MJ Free'. On the right is a document titled 'Application to Become an Approved Laboratory for Medical Marijuana Testing' from the Pennsylvania Department of Health, Office of Medical Marijuana. It includes the publication release date 'May 11, 2017' and contact information for the Pennsylvania Department of Health, Office of Medical Marijuana at RA-DHMedMarijuana@pa.gov.

A Perfect Partnership

With the confidence and knowledge gained as a CTU student, Hannah became part owner of the highest-grossing cannabis and hemp test lab in Pennsylvania.

And that's just the beginning! Through her continued CTU enrollment, she plans to keep an eye on updates in New Jersey so she's ready when it's time for her and Alan to open another cannabis testing laboratory.

Join the Cannabis Industry Today!

Join Hannah and thousands of other satisfied Cannabis Training University students. Sign up for the Master of Cannabis Certification Program today!