

Brought to you by:

Cannabis Training University

WORLD LEADER IN CANNABIS CAREER EDUCATION

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

© Cannabis Training University, All Rights Reserved



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!



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.

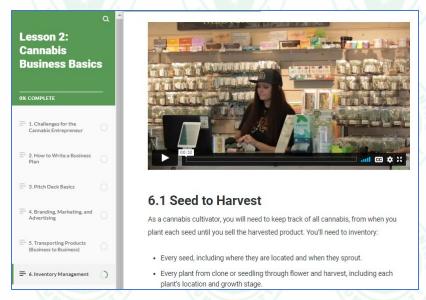
🥑 Can	minology: nabis Businesses
business plan	A document that sets out a business's objectives and strategies for achieving them
	Organization that facilitates the joint effort of patients and caregivers, including the division of costs and revenues
compliant	Meeting the rules or standards set forth 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
	The extent to which a product is available in a particular market for customers to buy
	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



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 indepth 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.



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!

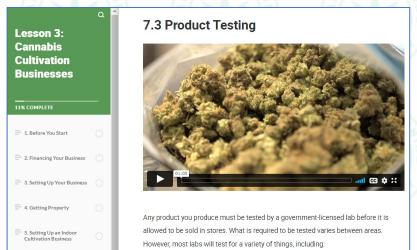
Q				
CTU Lesson 1:	Pennsylvania			
Cannabis Laws In	Program Type: Medical			
The United States				
	Medical Possession: Qualified and registered patients and caregivers may possess up			
0% COMPLETE	to a 30-day supply of non-smokable cannabis.			
_	Medical Cultivation: No home cultivation for patients or caregivers			
= 1. History Of US Cannabis Policy				
= 2. Cannabis And The US Criminal Justice System	Unlawful:			
≡ 3. Current US Federal Cannabis	 Possession for personal use (30 gm or less flower or 8 gm or less hash): Misdemeanor 			
Law	Possession of larger amount up to 200 lb.: Higher misdemeanor			
= 4. Current US Hemp Laws	Distribution without receiving money: Misdemeanor			
	Distribution of any amount with receiving money: Felony			
Recreational Use	Cultivation of less than 10 plants: Charged as possession			
= 6. US States Where Cannabis Is	Cultivation of more than 10 plants: Charged as trafficking			
Legal For Medical Use Only	 Trafficking is possession, distribution or cultivation over 2 lb.: Felony trafficking 			



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.



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.

CTU Lesson 2: Cannabis Career Basics 715CCMPLETE	α
	0
1. Where To Look For A Job	0
2. Build Your Cannabis Experience	
	0
= 4. How to Write a Cover Letter	0

- National cannabis events. National cannabis events attract people from all over the world. They are a good way to meet people in the cannabis industry.
 - NORML is a national organization dedicated to reforming marijuana laws in the United States. They have chapter meetings and volunteer opportunities across the country.
 - Women Grow is a national organization that focuses on women in the cannabis industry (although men are also allowed to attend events). Local chapters hold monthly networking events to connect newcomers with established cannabis professionals.
 - National Cannabis Industry Association is dedicated to promoting the growth of legal cannabis in the United States. They put on industry socials, conventions, and parties across the country.
 - Marijuana Policy Project is a US-based organization that is dedicated to federally ending cannabis prohibition. MPP wants to allow states to regulate cannabis the same way that they regulate alcohol. MPP has volunteer opportunities and events around the United States.

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.



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!

م Lesson 1:	Pennsylvania		
Government	<u>Program type</u> : Medical	pennsylvania DEPARTMENT OF HEALTH	
Requirements For Cannabis	Vertical integration: Optional	CEMMENEN OF HEALTH	State 1
Businesses	License availability: Available during		
25% COMPLETE	period scheduled	Pennsylvania Department of Health Office of Medical Marijuana	
	Applications: Test Lab	Application to Become an Approved Laboratory	VERS
= 1. Overview	Licensing fees: Chapter 1141. Gener:	for Medical Marijuana Testing	
= 2. Cannabis Businesses in the O United States	<u>Litensing rees</u> . <u>ondptor river. ochen</u>		
	Inventory tracking system: MJ Freew	Publication Release Date: May 11, 2017	NBIS TA
		For additional information, please contact: The Pennsylvania Department of Health Office of Medical Marijuana	
		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!