# High IQ

The Cannabis Training Standard

#### **EXECUTIVE SUMMARY**

#### HIGH IQ

The first standardized, globally scalable cannabis training ecosystem.

#### **KEY POINTS**

- Market Size: \$100B+ market by 2030
- The Problem: Current training is fragmented & inconsistent
- The Solution: High IQ offers a standardized, scalable solution using multi-channel revenue model with firstmover edge

#### MARKET OPPORTUNITY

# \$100B+ Global Cannabis Market by 2030

- Training & certification = \$1B+ TAM
- · Growth tied to legalization
- No standardized global provider

#### THE PROBLEM

- · Local, inconsistent training options
- Regulatory frameworks vary → compliance failures
- Consumers & staff suffer from misinformation





Currently under development & will be available soon!

REGULATORS

No shared standard

→ Regulator-ready modules + templates

→ Safe-use, Duolingo-style education

#### **BUSINESS MODEL**

#### **Enterprise**

Dispensaries, MSOs

# High

#### **Regulators & Healthcare/** Education

Government pilots → certifying authority
 CE credits, workforce programs

#### **Consumers & Ecosystem Partners**

- Direct-to-consumer subscriptions (app, microlearning)
  Sponsors, POS & insurer integrations

### **Supply Chain & Labs**

- Cultivators, processors,
- brands Accreditation & safety bundles

#### **GO-TO-MARKET & ROADMAP**

#### PHASE 1 **Pilot**

- · Enterprise pilots (MSOs, dispensaries)
- Government/regulatory pilots

#### PHASE 2 Scale

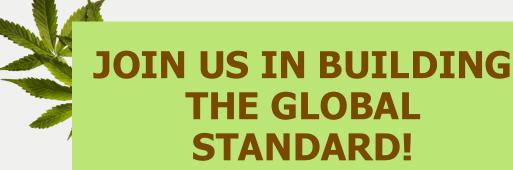
- Multi-state adoption
- Consumer subscriptions & supply chain partnerships

#### PHASE 3 **Authority**

- National/international recognition
- High IO becomes the certifying standard

#### THE UPSIDE

- First-Mover Advantage
- Recurring Revenue
- Exit Potential



## **LET'S CONNECT!**

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