

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 first-mover 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

OPPORTUNITIES ACROSS THE VALUE CHAIN



BUSINESS MODEL

Enterprise
Dispensaries, MSOs

**Regulators & Healthcare/
Education**

- Government pilots → certifying authority
- CE credits, workforce programs

Supply Chain & Labs

- Cultivators, processors, brands
- Accreditation & safety bundles

**High
IQ**

Consumers & Ecosystem Partners

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

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 IQ becomes the certifying standard

THE UPSIDE

- First-Mover Advantage
- Recurring Revenue
- Exit Potential

**JOIN US IN BUILDING
THE GLOBAL
STANDARD!**

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