

Proposed Deliverables

Operational Planning Activities

Strategic Planning — Consultant to provide state regulatory review and general industry and project consulting prior to initiating the financial pro-forma model and business plan. Based on current State regulations (*with there be a state regulations appendix attached depending on the given state?*) and industry best practices, Consultant will provide recommendations for Client's business formation, business operations, **potential site location**, size, production capabilities and will **discuss other project goals and deliverables**.

- ✓ What if the site/property already selected?
- ✓ Would there be a list or checklist of all typical project/goals & deliverables? (minimum requirements starting with a base to add onto if necessary)

Financial Pro-Forma Model Template — Consultant to provide a template for a financial pro-forma model for a regulated cannabis business to be utilized by the Client for the purpose of forecasting and estimating start-up costs, revenues, ROI's, etc. **The actual creation of the financial pro-forma model will be the responsibility of the Client.** The Consultant will only provide a template.

- ✓ What if the client requires assistance completing this pro-forma model? OR is the assumption – the client should already know this and should be fully prepared in order to provide the information required to submit for project review?

Financial Pro-Forma Model — Consultant will develop a financial pro-forma model based on **numbers**, figures and statistics from developed and operating legal cannabis markets. The financial pro-forma model will estimate patient adoption rates, patient demand, potential production, revenue figures and **other information** commonly associated with a financial pro-forma model. Consultant will deliver a base case model with assumptions geared for the application submission. **Further high/low variations of the model for capital raise efforts and other activities will be the responsibility of the Client.**

- ✓ Numbers – what kind of numbers data is being referenced here
- ✓ Other information – what other information would be incorporated into the Financial Pro-Forma Model?
- ✓ High/low variations – again assumption the clients should be well prepared having these numbers before moving forward with the proposal?

Regulated Cannabis Industry Business Plan — Consultant will provide one (1) of three (3) options below for a regulated cannabis industry business plan based on Client's needs.

- **Cannabis Industry-Specific Business Plan Template** — Consultant to provide a template for a regulated cannabis business to be utilized by the Client for the purpose of creating a business plan. The **actual creation** of the business plan will be the responsibility of the Client. The Consultant will provide only a template.
 - ✓ Are these in existence today? If so, can we see these template(s)?
 - ✓ Actual Creation – this is only specifically referencing the actual data that needs to be incorporated into the Plan Template, correct? If this is not so, please, clarify what “The actual creation of the business plan...”
- **Existing Client Business Plan Review** — Consultant will review Client's current existing business plan and offer advice, suggestions and recommendations based on Consultant's deep industry knowledge and previous experience
- **Customized Cannabis Business Plan** — Creation of business plan based on Client input and Consultant's regulated cannabis industry and business knowledge. Consultant will provide a customized business plan utilizing regulated cannabis industry best practices and in compliance with regulations. Business plan will include, but not be limited to:
 - Executive Summary, General Company Description, **Products & Services Description**, Operational Plan, Management & Organizational Structure, Security & Diversion Plan, and Community Benefits Plan.
 - ✓ **Products & Services Description** – is there a general industry standard checklist of products & services that can be used as a base line, then build from that? (minimum requirements starting with a base to add onto if necessary)
 - ✓ This is inclusive of Seed to Sale, right?
 - In order to develop a Customized Cannabis Business Plan, the Client will need to provide various information and content. This information will include but not be limited to a mission statement, vision, **team analysis**, goals and objectives, **operating strategies**, **competitive analysis**, marketing plan and **other details and information deemed necessary**.
 - ✓ Team analysis – includes the minimum requirements specific to each hired team member?
 - ✓ Operating Strategies – list of all expected operating strategies – I'm assuming cultivation site have a minimum requirement to follow then customize for their specific facility – using state required guide lines.
 - ✓ Competitive analysis – is this generally local to them, the state or nationwide?
 - ✓ Other details & info... - is there a generic check list of, that can be added to?

Conceptual Design Activities

Cultivation Facility Conceptual Design — (Limited to 3 rounds of revisions, further author alternations billed @ \$250.00 per hour)

- Consultant will provide expertise in designing cultivation facility that aligns with the Client's business model and cultivation strategy, resulting in a concept floor plan suitable for project planning.¹
- Consultant will use previous knowledge and experience designing state-of-the-art regulated cannabis Cultivation facility design is based on horticulture industry best practices.
- Consultant will design the facility to be scalable, to optimize growth strategies, to streamline operations and to maximize workflow.
- Consultant will design the facility with adherence to all applicable regulations.
- The cultivation facility layout will include a legend, room names, equipment labels, room areas and basic overall dimensions, will be drawn in CAD and will be formatted on a title block. Drawings will be delivered to the Client in PDF & DWG formats and can be shared with the Client's selected architecture, engineering, and construction team.
 - ✓ Is there a standard checklist for Conceptual Design? Something that can be added to once the foundation list has been developed? (minimum requirements starting with a base to add onto if necessary)

Extraction Facility Conceptual Design – (Limited to 2 Rounds of revisions, further author alterations billed @ \$250.00 per hour)

- Consultant to provide expertise in designing the facility layout, architectural requirements, federal or local safety and regulatory building requirements (NFPA, OSHA, etc), and equipment locations.
- Consultant to create and implement hazardous waste protocols for proper disposal in conjunction with a cohesive layout.
- Consultant will provide expertise in designing the Processing/Extraction Facility floor plan and equipment layout, incorporating building code and federal/local safety and regulatory requirements, resulting in a concept floor plan suitable for project planning.¹
- Consultant will provide analysis and recommendations regarding solvent use, odor management, power requirements, water and sanitation requirements, and environmental impacts.
- The Processing/Extraction Facility layout will include a legend, room names, equipment labels, room areas and basic overall dimensions, will be drawn in CAD and will be formatted on a title block. Drawings will be delivered to the Client in PDF & DWG formats and can be shared with the Client's selected architecture, engineering, and construction team.
- Consultant recommends that for high throughput extraction facilities using flammable or explosive solvents that an architect be retained to perform code analysis related to high hazard facilities, whether for an existing building or new construction, prior to purchasing or leasing a building or land. Consultant works with a preferred architect partner who can provide this service, if needed.
 - ✓ NFPA, OSHA, etc. – what is etc.? Why not have all building requirements lists so there will be nothing missed?
 - ✓ Is there a standard checklist for Extraction Facility Conceptual Design? Something that can be added to once the foundation list has been developed? (minimum requirements starting with a base to add onto if necessary)

Dispensary Conceptual Design — For one (1) dispensary location; (Limited to one (1) dispensary location and limited to 3 rounds of revisions, further alterations billed @ \$250.00 per hour) (Note: additional fees apply per dispensary location conceptual design)

- Consultant will provide space planning and design expertise, with recommendations about Client's desired retail experience and back-of-house workflow, resulting in a custom concept floor plan suitable for project planning.¹
- Consultant will use previous knowledge and experience designing regulated cannabis retail dispensaries based on cannabis industry and commercial retail best practices.
- Consultant will design the floor plan with adherence to all applicable regulations.
- The concept floor plan will include a legend, room names, room areas and basic overall dimensions, will be drawn in CAD and will be formatted on a title block. Drawings will be delivered to the Client in PDF & DWG formats and can be shared with the Client's selected architecture, engineering, and construction team.
 - ✓ Is there a standard checklist for Dispensary Conceptual Design? Something that can be added to once the foundation list has been developed? (minimum requirements starting with a base to add onto if necessary)
 - ✓ Page 4 of original document included Laboratory – would this not also be included in this section?
 - ✓ Is there a standard checklist for Dispensary Conceptual Design? Something that can be added to once the foundation list has been developed? (minimum requirements starting with a base to add onto if necessary)

1 For the tenant finish of an existing building the Client will provide all available information and drawings that describe the existing building or unit. For the design of a new building the Client will provide all available information and drawings describing the proposed building site.

Application Activities

State Application for Cannabis Business

- ✓ Is there a complete checklist for application activities within each given state? (minimum requirements starting with a base to add onto if necessary)
- Consultant will assist Client with the writing and submission of the application for a cannabis business license **ensuring all requirements are met**, including but not limited to:
 - ✓ Check list for ensuring all requirements are met to validate ready to move to next steps - (minimum requirements starting with a base to add onto if necessary)
 - Consultant will assist with application questions/requirements responses.
 - Consultant will utilize resources to provide content and responses to application questions and requirements. Application content and responses provided by the Consultant will be developed utilizing previous industry knowledge and experience as well as best practices from the regulated cannabis industry. Application responses provided by the Consultant will strictly adhere to all cannabis regulations (**It is important to understand that some application content and responses will be required to be provided by the Client**).
 - ✓ Check list of all the “content and responses” so the client knows up front knowing their responsibilities. (minimum requirements starting with a base to add onto if necessary)
 - Consultant will assist Client to compiling all **required business documents** for application submission (these documents will be identified upon the release of the application)
 - ✓ Check list of all required business documents? State specific? County/Town specific? (minimum requirements starting with a base to add onto if necessary)
 - Consultant will assist Client with the compilation and development of **other documents** or **materials** as required for the application.
 - ✓ Check list of other documents/materials – again this eliminates missing anything during the process (minimum requirements starting with a base to add onto if necessary)
 - Consultant to assist Client in State applications for:
 - Cultivation
 - Dispensary
 - Extraction
 - Transportation/Delivery
 - ✓ Should “testing” fall somewhere into this list or it is inclusive? If so, where? Also, shouldn’t Extraction be before Dispensary in the above list?

Documents

- Consultant will provide the following application/operations documents that are developed using best practices from the **regulated cannabis industry** and are customized to regulatory needs:
 - ✓ Is the regulated industry or state regulated specific rules & regulations? Or a combination of both?
 - Employee Policy Manual— Consultant will provide a generic employee policy manual **utilizing industry best practices**. The employee policy manual is **not State labor compliant**; Client will be required to include **additional content/information** and ensure compliance with labor laws to complete the handbook.
 - ✓ For ...industry best practices – is this state or nationwide practices?
 - ✓ Not state labor compliant – what does this specifically mean? Will the client know what this is in reference to?
 - ✓ Additional content/information – can this be laid out more specifically rather than leaving more generic?
 - Drug and Alcohol-Free Workplace Policy— Consultant will provide a generic drug and alcohol-free workplace policy to be implemented and utilized within the organization. The drug and alcohol-free workplace policy is a recommendation as an industry best practice to be implemented and utilized on an organization-wide scale.
 - ✓ What about those people who have medical cards and require this for their illnesses? Or are non-cannabis card holders the only ones allowed to work in this environment? How does this work?
 - Code of Conduct Policy and Personal Hygiene Policy— Consultant will provide a generic code of conduct policy and personal hygiene policy based on industry best practices. These policies are a recommendation as industry best practices to be implemented and utilized on an organization-wide scale.
 - ✓ A period must be added to the above bullet as it’s missing in the original document.
 - Security Plan— Consultant will provide a generic security plan utilizing best practices from the regulated cannabis industry. (Security plan is based on industry best practices; it is recommended to retain a **professional security firm** to further develop and customize the security plan to fit the Client’s needs.)
 - ✓ What about partnering with a reputable company so security practices and be consistent across the platform?
 - Documentation Log Sheets and Record Keeping Templates — Consultant will develop documentation log sheets and record keeping templates to be utilized in daily operations for record keeping, regulatory compliance purposes and as an industry best practice.

- ✓ Seed to Sale Software – again to be platform consistent – evaluate 3-5 and select one that can be used across the platform for consistency.
- Industry Best Practices Standard Operating Procedures (SOPs) Consultant will develop SOPs based on best practices from the regulated cannabis industry and these SOPs will be customized for adherence to regulations.
 - ✓ Are these state specific SOPs?
 - Cultivation SOPs — Cultivation SOPs cover **cultivation operations, activities**, equipment and regulatory compliance requirements
 - ✓ Check list of cultivation operations (minimum requirements starting with a base to add onto if necessary)
 - ✓ Check list of activities (minimum requirements starting with a base to add onto if necessary)
 - Extraction SOPs— Extraction SOPs cover **regulatory compliance only**. Extraction SOPs will not be provided for cannabis extraction processes, extraction equipment, refining operations, refining equipment, or for the production of cannabis infused products
 - ✓ Regulatory compliance only – is this state specific or across the industry in general?
 - ✓ Who develops these SOPs? I'm assuming these will be required for each facility?
 - Retail Dispensary SOPs ~~Retail Dispensary SOPs~~ cover dispensary operations, activities and regulatory compliance requirements
 - ✓ Who will be providing these SOPs?
 - ✓ Retail Dispensary SOPs is in the above twice in the original document. Needs to be removed.

Architectural Schematic Design, Permitting & Construction Activities

Cultivation Facility, Processing/Extraction Facility, Dispensary and/or **Laboratory Architectural Schematic Design and Construction Support** – Consultant's preferred Cannabis Industry Architect offers the following services under separate contract, as a seamless compliment to the ACC suite of services.

- Architect will evolve the **Concept Design** into a set of **Architectural** Schematic Design documents in consultation with the Client and ACC. **The Architectural** Schematic Design documents shall further refine the floor plan, process flow and equipment layout of the facility.
 - ✓ Does “Concept Design” mean the same as “Conceptual Design Activities”? If so, then the above paragraph needs to reflect what was referenced on page 2 of this original document.
- Architect will act as Design Team **Leader** in conjunction with its preferred Mechanical, Electrical, Plumbing and Structural engineers. The Design Team will produce Design Development and Construction Documents, which will clearly define and specify building and equipment elements, construction details and integration of mechanical, electrical, plumbing and process systems. The Construction Documents shall be suitable to obtain Building Permits, contractor pricing and to construct the building.
 - ✓ Will Architect also like in bullet 1 above “...with the Client and ACC?”
- Architectural Services may also include the following:
 - Coordination of Civil, Geotechnical, Structural, Mechanical, Electrical and Plumbing engineering
 - Analysis of construction cost estimates (provided by others) and design options
 - Coordination of security, lighting, low voltage and other consultants as required
 - Interior design services or coordination of consultant **?** is this an ACC Consultant? If so, add ACC
 - Landscape design services or coordination of consultant **?** is this an ACC Consultant? If so, add ACC
 - Commercial fixture design, interior and exterior signage design
 - Coordination of merchandising and/or branding consultants
 - ✓ Is there anything missing from this list?

- Architect will represent the **Client** during the construction phase to answer contractors' questions, review shop drawings, issue change directives and perform site visits at regular intervals. Architect may also assist the client in awarding the construction contract and review applications of payment from the contractor.

Equipment Identification & Sourcing Activities

Cultivation Facility Equipment List — Consultant will develop an optimal equipment list for cultivation operations based on previous industry knowledge and experience within the regulated cannabis industry and the commercial horticulture/agriculture industries.

- Consultant will develop an **optimal** equipment list for cultivation facility equipment based on the facility floor plan, production capabilities and **other inputs**.

Extraction Facility Equipment List — Consultant will develop an optimal equipment list for cultivation operations based on previous industry knowledge and experience within the regulated cannabis industry.

- Consultant will develop an **optimal** equipment list for extraction facility equipment based on the facility floor plan, production capabilities and **other inputs**.

Dispensary Facility Equipment List — Consultant will develop an optimal equipment list for dispensary operations based on previous industry knowledge and experience within the regulated cannabis industry.

- Consultant will develop an **optimal** equipment list for dispensary facility equipment based on the facility floor plan, production capabilities and **other inputs**.

Equipment Sourcing — Consultant will add fifteen percent (15%) to all equipment orders sourced by ACC as it's compensation.

- Consultant will **leverage industry relationships** to source cultivation equipment identified within the developed equipment list.
- Consultant will source and procure cultivation facility equipment based on Consultant's developed cultivation facility equipment list.

Operational Deployment Activities

Deployment of Cultivation Operations — See services below.

- **Development of a Cultivation Plan/Schedule** — Consultant will develop a cultivation operational plan and schedule to be implemented for the purpose of initiating cultivation operations. The cultivation plan/schedule will be developed utilizing Consultant's industry knowledge and experience and based on the Client's facility floor plan, production capabilities and regulatory requirements (Cultivation plan and schedule will be provided by Consultant and limited to two (2) revisions based on Client input; the cultivation plan and schedule MUST be reviewed and approved by both Parties prior to implementation and execution of the plan/schedule)
- **Facility Staffing Solutions** — Consultant will provide facility staffing recommendations for selected operational functions (cultivation). Client can select staffing solutions as a service for any or all operational functions, as each **operational function** is considered unique and independent.
 - ✓ Is there a full list of operational functions with minimum staffing requirements to use a platform foundation to build off from depending on the facility specifications?

- Consultant will provide recommendations to Client on staffing requirements based on operational needs and regulatory requirements and will assistance with staff interviewing, recruitment and recommend placement of said staff.
- Consultant will provide support to review potential employment candidates' applications and resumes to help identify qualified employment candidates to support operations prior to the interview process.
- Consultant will provide feedback and evaluations of employment candidates and recommendations for employment positions within Client's organization.

• **Cultivation Deployment Functions** — Entails cultivation operational and regulatory training, setup, and ACC resources in market for key cultivation activities covering one full cultivation cycle.

- Consultant will assist Client with the deployment and oversight of cultivation operational activities. [?] duration?, does this need to be specified here?
- Consultant to assist with security systems deployment oversight in coordination with selected security vendor. [?] going back to previous page about selecting certain vendors that can make this turn-key platform consistent
- Consultant will develop cultivation production forecasting to determine workflow and staffing requirements.
- Review of technology and Point-of-Sale software systems of selected vendors. [?] again, selecting the best of the best that will complement this turn-key platform
- Consultant will develop protocol-based workflow design based on facility floor plan and production capabilities.
- Oversight of cultivar/strain selection.
- Cultivation systems and methodology design and planning.
- Consultant to provide education, training and staff preparation on cultivation facility operations. [?] does ACC provide all of this training material for all clients?
- Consultant to provide training on all cultivation standard operating procedures, documentation log sheets and record keeping templates.
- Deployment of cultivation operations will include a total of six (6) in-market visits by Consultants. Each on-site visit will be limited to three (3) days; with one day dedicated to travel to Client location. Consultants on-site visits will be limited to eight (8) hours per day per Consultant.

• **Operational Workflow Standard Operating Procedures Customization** — Consultant will edit and customize the industry best practices SOPs based on facility operational workflow and functionality.

- Cultivation SOPs — Cultivation SOPs cover cultivation operations, activities, equipment and regulatory compliance requirements. The Cultivation SOP will be customized to Client's facility specifications, for workflow optimization and effectiveness.

Deployment of Extraction Operations — See services below.

- **Facility Staffing Solutions** — Consultant will provide facility staffing recommendations for selected operational functions (Extraction). Client can select staffing solutions as a service for any or all operational functions, as each operational function is considered unique and independent.
 - Consultant will provide recommendations to Client on staffing requirements based on operational needs and regulatory requirements and will assistance with staff interviewing, recruitment and recommend placement of said staff.
 - Consultant will provide support to review potential employment candidates' applications and resumes to help identify qualified employment candidates to support operations prior to the interview process.
 - Consultant to provide support and review of potential employment candidates' applications and/or resumes for Client operations.
 - Consultant will provide feedback and evaluations of employment candidates and recommendations for employment positions within Client's organization.

- **Extraction Deployment Functions** — Extraction regulatory training, workflow setup and refinement.
 - Consultant will assist Client with the deployment and oversight for extraction regulatory activities and workflow development.
 - Consultant to assist with security systems deployment oversight in coordination with selected security vendor.
 - Consultant will assist with extract production forecasting to determine workflow and staffing requirements.
 - Consultant will develop protocol-based workflow design based on facility floor plan and production capabilities.
 - Consultant will offer advice and recommendations of extract product selection.
 - Consultant to provide education, training and staff preparation on extraction facility regulatory and workflow operations.
 - Consultant to provide training on all extraction regulatory standard operating procedures and documentation log sheets and record keeping templates.
 - Extraction SOPs — Extraction SOPs cover regulatory compliance only. Extraction SOPs will not be provided for cannabis extraction processes, extraction equipment, refining operations, refining equipment, or for the production of cannabis infused products. Extraction SOPs will be customized to Clients extraction area specifications, for workflow optimization and effectiveness.

- **Operational Workflow Standard Operating Procedures Customization** — Consultant will edit and customize the industry best practices SOPs based on facility operational workflow and functionality.

Deployment of Dispensary Operations — See services below.

- **Facility Staffing Solutions** — Consultant will provide facility staffing recommendations for dispensary operations. Client can select staffing solutions as a service for any or all operational functions, as each operational function is considered unique and independent.
 - Consultant will provide recommendations to Client on staffing requirements based on operational needs and regulatory requirements and will assistance with staff interviewing, recruitment and recommend placement of said staff.
 - Consultant will provide support to review potential employment candidates' applications and resumes to help identify qualified employment candidates to support operations prior to the interview process.
 - Consultant will provide feedback and evaluations of employment candidates and recommendations for employment positions within Client's organization

- **Dispensary Deployment Functions** — Entails dispensary operational and regulatory training and setup, workflow design and refinement.
 - Consultant will assist Client with the deployment and oversight for dispensary operational activities.
 - Consultant will assist with security systems deployment oversight in coordination with selected security vendor.
 - Consultant will help to develop dispensary volume forecasting to determine workflow and staffing requirements.
 - Review of technology and Point-of-Sale software systems of selected vendors
 - Consultant will develop protocol-based workflow design based on facility floor plan.
 - Consultant will provide education, training and staff preparation on facility(s) operations.
 - Consultant to provide training on all dispensary standard operating procedures, documentation log sheets and record keeping templates.
 - Consultant will provide ACC resource for the deployment oversight of dispensary operations.

- **Operational Workflow Standard Operating Procedures Customization** — Consultant will edit and customize the industry best practices SOPs based on facility operational workflow and functionality.
 - Retail Dispensary SOPs — Retail Dispensary SOPs cover dispensary operations, activities and regulatory compliance requirements. The Retail Dispensary SOP will be customized to Client's facility specifications, for workflow optimization and effectiveness.

Operational Monitoring Activities

Remote Operational Monitoring Oversight — See services below.

Cultivation Facility Operational Support via Phone and/or Video Conference – Consultant to provide operational support via remote phone and/or video conferencing to support operations;

- Consultant will provide continued and ongoing operational support via remote phone and/or video conferencing. Consultant will be available to offer advice and guidance for operations, answer Client questions pertaining to operational activities, regulatory compliance, workflow optimization, systems checks and balances and other reasonable requests from the Client.
- Consultant to provide five (5) hours of remote phone/video conferencing support per week for cultivation operations.
- Additional phone support above hours listed per week will be billed at a rate of \$250.00 per hour.

Extraction Facility Operational Support via Phone and/or Video Conference – Consultant to provide operational support via remote phone and/or video conferencing to support operations;

- Consultant will provide continued and ongoing operational support via remote phone and/or video conferencing. Consultant will be available to offer advice and guidance for operations, answer Client questions pertaining to operational activities, regulatory compliance, workflow optimization, systems checks and balances and other reasonable requests from the Client.
- Consultant to provide two (2) hours of remote phone/video conferencing support per week for extraction operations.
- Additional phone support above hours listed per week will be billed at a rate of \$250.00 per hour.

Dispensary Facility Operational Support via Phone and/or Video Conference – Consultant to provide operational support via remote phone and/or video conferencing to support operations;

- Consultant will provide continued and ongoing operational support via remote phone and/or video conferencing. Consultant will be available to offer advice and guidance for operations, answer Client questions pertaining to operational activities, regulatory compliance, workflow optimization, systems checks and balances and other reasonable requests from the Client.
- Consultant to provide two (2) hours of remote phone/video conferencing support per week for dispensary operations.
- Additional phone support above hours listed per week will be billed at a rate of \$250.00 per hour.

Branding & Marketing Activities

Podcast Development

- With our On-Demand culture, mainstream radio is being surpassed by the accessibility of Podcast Shows. Nearly 50% of all US homes are now Podcast users. American Cannabis Company makes it simple for you to finally harness the power of Podcasts, so you can expand the reach to your targeted audience.

Website Development

- Determining your company's identity is the most critical element in connecting with an audience visually. We have a team that will work concurrently with yours to establish a memorable impression, for those who visit your website. Today it is also essential to have a site that is operable on any device, which is why our company develops responsive websites that look great on any browser, device or screen size.

Local Search

- It is no longer necessary to look at a paper map, or endlessly flip through a phone book to find a business. Thankfully, now the job can be done in a fraction of a second by conducting a simple Google search. This is why developing a robust online presence is essential for winning the visibility game and outranking your competitors. ACC will develop your digital footprint by building consistent and quality listings for your business, so you can be found anywhere prospects are looking for a cannabis company on the Web.

Search Engine Optimization (SEO)

- Search engines such as Google have made it incredibly difficult for the Cannabis industry to use ads, thus making SEO critical to gaining visibility on the internet. The good news is, a customized search engine optimization campaign can position your brand to appear directly in front of the motivated buyers that are looking for your products online. Our SEO experts will inspect your website to ensure its setup properly to rank organically, then do a competitive analysis and recommend a tailored marketing strategy moving forward.

Reputation Management

- Without accountability, brands can no longer publicize their products and/or services as the "best". Consumers do not just trust what a business says about itself anymore, thanks to the rise and popularity of online reviews. With that in mind, American Cannabis Company is determined to help you create a **customized review management campaign** to bolster your reputation on the internet. Are you making a good digital first impression to potential clients?

Photography/Videography

- Creating a photoshoot, or video of your products and staff can positively impact your image. American Cannabis Company can help you showcase the values and culture of your brand, so you don't get lost in the sea of new companies that are jumping into this explosive vertical.

Social Media

- Social media is booming by the minute... That said, a robust social media campaign is more important than ever before. Your company's products and services need to be posted daily, but most businesses don't have the time or knowhow to do so. Fortunately, ACC ensures that quality content is **posted on your social media accounts daily** and optimizes customer searches as well.

Graphic Design

- At American Cannabis Company, the best illustrative tools are used for maintaining freshness of your brand. As such, we engage our clients in developing a persuasive image using graphic design. We have a team of experienced designers that will help attract consumers eyes to your business, so they don't go looking somewhere else.

SEM/PPC

- Paid ads for cannabis companies are nearly impossible at the moment. Until that changes, we recommend leveraging our expertise and avoiding costly penalties by search engines like Google.

Marketing Automation

- Email marketing is great, but marketing automation takes this approach to the next level. MA & Analytics has enabled our clients to track their web traffic, how visitors navigated their site, time

- spent on webpages, and even how they found them online. Once setup, this service can be a game-changer.

Targeted Social Media Ads

- Our company can target any demographic that correlates with the profile of your customers. ACC's targeted ads appear the same as natural posts from trusted family members and friends, strategically placed in their social media feed. We deliver results, backed with solid metrics and data, at a cost that is very competitive.

App Development

- At American Cannabis Company, we develop modern apps that can showcase your brand on Android & iOS. Combining agile development practices and cutting-edge open source technologies, we scale with the needs of our clients. As a publicly traded company, we bring years of cumulative technology experience and proficiency in accelerating cloud application development.

Print Media

- You only have one chance to make a first impression; that's why your business cards and brochures are like a firm handshake. Why not leave them impressed with unforgettable graphics? In an increasingly digital age, there is still no replacement for face to face contact. The purpose of physical media is to leave a stunning imprint of your brand on their minds. Whether it be business cards, brochures or any type of physical branding; ACC delivers quality of which any business can be proud.

Other

Expenses — The Client shall be required to either pay for in advance or reimburse the Consultant for all reasonable and documented out-of-pocket travel expenses **Please Note: Proposal Deliverables & Compensation are valid for 15 days from the time the proposal was sent.*

Pricing Table Follows on Next Page/ [?] there are a number of inconsistencies with this – I'd prefer getting the table that was originally used for creating so I do not have to replicate the original as this will be very time consuming. There are inconsistencies in titles, which reference back to the body of the document.

So if this could be forwarded to me that would be awesome.