

Is your cannabis business ready for a competitive licensing process?

Only airtight applications win in situations where a jurisdiction offers a limited number of cannabis licenses.

Regulators only offer licenses to applicants who show expertise in traditional business planning and managing the real-world costs of operating in the cannabis industry.

And the details matter – missing documents or mistakes in business plans will often disqualify your entire application immediately with no chance for revision and resubmission.

What are your chances of winning?

The Highroad Test Drive gives you the tools and counsel you need to make an informed decision about when and where to apply for a cannabis license.

- Are you truly ready to invest the time and money it takes to win a competitive cannabis license application process
- Are there skeletons lurking in your closet that will come out and cause you fail?
- How much risk will your plan carry if you succeed and start operations?

Here's how to win

You enter into an agreement with Highroad to do a comprehensive review of your plans.

- You send plans and documents to Highroad for review.
- Highroad reviews your materials, assesses your risk and readiness, and develops a list of recommendations and action items that will make your application competitive.
- You meet with Highroad and review the work you need to do to put together a winning business plan and application.

And if we both agree that you're ready and willing to do the work to win your cannabis license, Highroad will make an offer to help you cross the finish line.

Let our team help you win your competitive cannabis license application process. Call us at (760) 671-5647 or email us at info@highroadcg.com.

HIGHROAD TESTDRIVE

100% win rate

60+ licenses in 4 states over 5 years

SERVICES

- Team review
 - Check backgrounds for potential liabilities
- Real estate and facility review
 - Analyze location for issues with jurisdiction's regulation
 - Scan floor plans for problems
- Licensing review
- Business model review
 - Assess plan and pro forma
 - Identify risks and opportunities
- Corporate structure review
 - Discuss incorporation
 - Review banking options
- Offer to manage application or delivery of recommendations to increase chances of winning



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