

ting
tance Dependence
Cannabis

Marijuana
Business
MJBizCon

**DEPRESSION
ANXIETY &
CANNABIS**

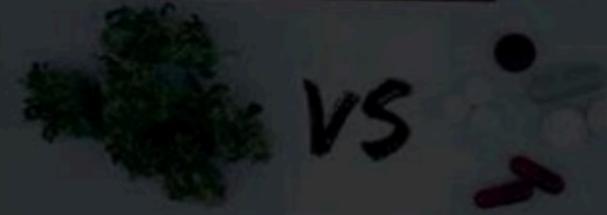
Harvesting
With Swami

CANNABIS
ENTREPRENEUR
MIT | 2016

Insomnia
& Cannabis

**GREEN
FLOWER**

REPLACING RX DRUGS
WITH CANNABIS



women
GRO
LEADERSHIP
SUMMIT
2016 DENVER

**AUTOIMMUNE
DISORDERS**

Trusted Cannabis Education

*Vaporizing
Cannabis*

NOCO
HEMP EXPO

**USING CANNABIS
TO UNLOCK
CREATIVITY**

**CANNABIS
CUISINE**

Infused Salmon Salad



*Demystifying
Strain Names*

www.Green-Flower.com

ABOUT GREEN FLOWER

- ④ First mover in cannabis education (launched 2015)
- ④ We produce expert-led cannabis education content & curriculums
- ④ Library contains 1,500+ hours of beautiful produced video
- ④ 700+ top cannabis experts under contract
- ④ 200,000+ database, 750+ affiliates in our network
- ④ Custom-built content publishing & E-learning technology
- ④ We operate a 10,000 sq ft video production studio in Ventura, CA
- ④ Trusted by millions of people around the world



GREEN FLOWER BUZZ

benzinga

“Green Flower is the leader in cannabis education.”

TechRepublic

“Green Flower aspires to be the lynda.com of cannabis.”

.Mic

“Instructional videos on everything from how to roll the perfect joint to what sorts of buds are safe to feed Fido.”

MEN'S JOURNAL

“Includes topics like how to smartly invest in the marijuana industry, how to use pot to improve fitness, and more.”

Rolling Stone

“Members have a community where they can ask and answer questions.”

Los Angeles
Times

“Curious about using cannabis for wellness? This is for you.”

SF WEEKLY

“With Green Flower, Max Simon plans to usher cannabis into the mainstream.”



LEADERSHIP TEAM

25 TOTAL
EMPLOYEES NOW



Max Simon, **CEO, Co-Founder**

- Built Deepak Chopra's products business, brand, and digital strategy.
- Founder of Big Vision Business, a successful digital consulting and training company
- Recognized authority in digital content and strategy



Stephanie Graziano, **COO, Co-Founder**

- 33 year veteran of the Entertainment Industry (Fox Kids, Dreamworks, Marvel, etc)
- Built and successfully exited her leading content production company
- Produced more than 800+ half hours of television, direct-to-video, and commercial projects



Gage Bruce, **Exec. Creative Director, CTO**

- 20+ year digital veteran building technology and marketing for Fortune 100 companies
- Experience includes: WalMart, Dell, Under Armour.
- Built and launched many successful digital campaigns that reached millions



Joe Barnard, **Academy Director**

- Created and managed 100's of online courses for Higher Education
- Supported clients like McGraw Hill, Pearson, Cengage
- Masters in Instructional Design Technology & Curriculum Development



INDUSTRY GROWTH

“The global cannabis industry is experiencing hockey-stick growth right at this very moment.”

150,000 jobs in cannabis now, rising to 1.1 million by 2025.

- Forbes

40,000 cannabis businesses now, rising to 115,000 in 5 years.

- MjBizDaily

41 US States and 25 countries have legal cannabis laws now.

- NORML



192 million cannabis consumers worldwide, rising to 300 million in 5 years.

- United Nations Report



2.2 million cannabis patients in the US, rising to 3.5 million in 5 years.

- Drug Policy Alliance



\$6.7 billion cannabis industry in the US, rising to \$22.7 billion in 5 years.

- ArcView Market Research

OPPORTUNITY #1

Consumers, Professionals, & Investors
are interested in cannabis, but also un-educated &
lacking trusted information and guidance.

SUBSCRIPTION

- ④ “The Lynda.com of cannabis”
- ④ 1,500+ hours of educational & entertaining videos
- ④ Stream every video instantly on all your favorite devices
- ④ 185,000 free members / 4,000+ paying members
- ④ Web-only distribution currently
- ④ Moving to single subscription in 2019
(with free trial offer)



“GREEN FLOWER
PRODUCES THE
BEST CONTENT
IN THE
INDUSTRY.”

- STEVE DEANGELO



OUR CONTENT LIBRARY

1,500+ hours of original
cannabis content

Educational and entertaining
videos that help you learn
everything about cannabis from
the world's top experts.



EDUCATIONAL CLASSES



CANNABIS BUSINESS



ORIGINAL SHOWS



CANNABIS SUMMITS



MEDICAL CANNABIS



CULTURE & HISTORY

VISION

Launch on all major streaming platforms & become
the world's "Cannabis Education Channel"



OPPORTUNITY #2

Certificate Programs That
Close The Skills Gap



ACADEMY

Industry-leading Certificate Programs designed to educate & certify that people have the knowledge and skills required to succeed in the cannabis industry.



Cannabis
Fundamentals



Medical
Cannabis



Cannabis
Business



Cannabis
Extraction



Compliance &
Regulations



Cannabis
Cultivation



Patient Care



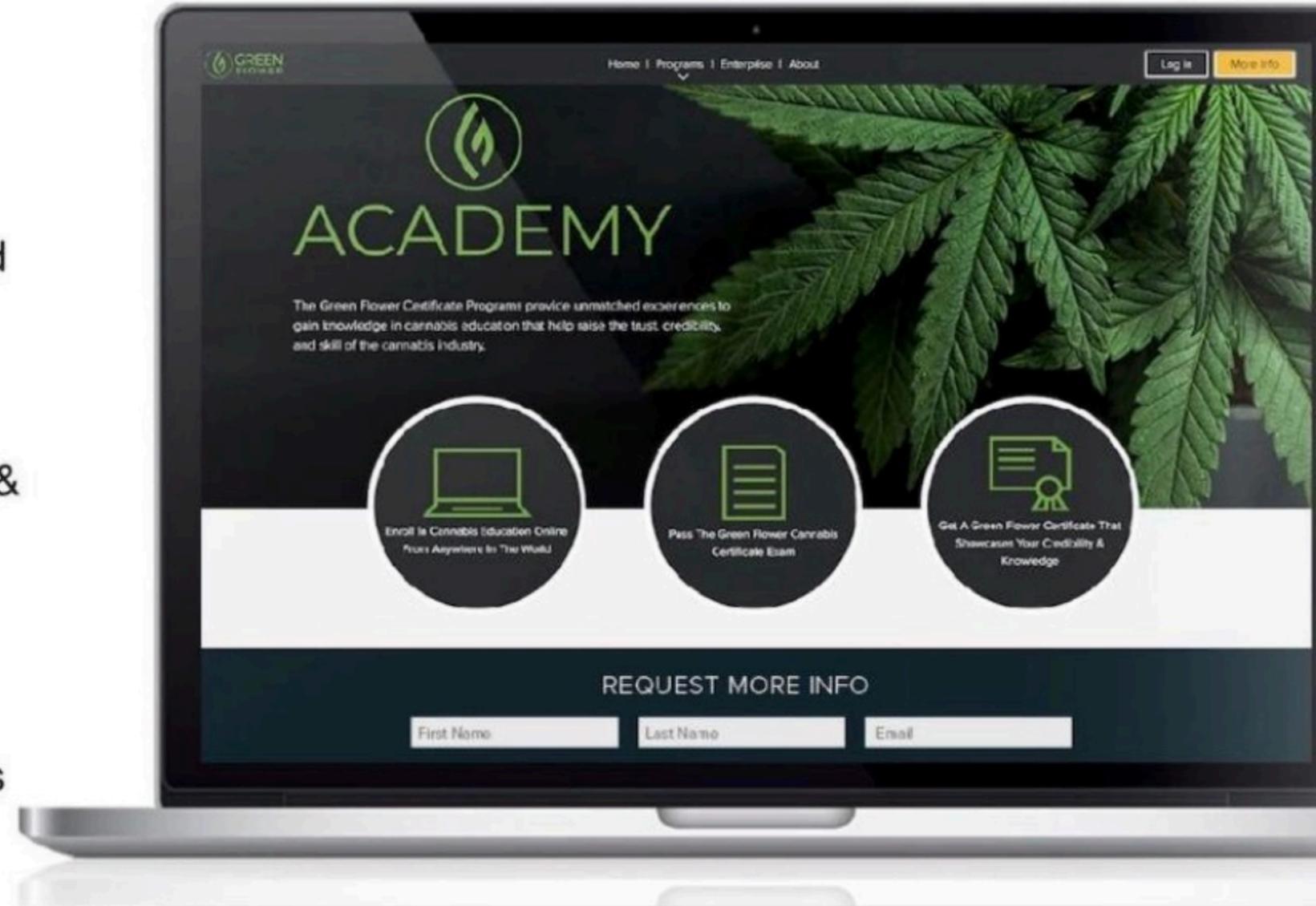
Retail
Compliance



CBD

MOMENTUM

- 🌿 Online Academy built with LMS / e-commerce integration
- 🌿 Cannabis Fundamentals, Cannabis Cultivation, Cannabis Patient Care, and Sell-SMaRT launched (+thousands of students)
- 🌿 Medical Cannabis, Cannabis Business, Cannabis Compliance & Regulations, Cannabis Extraction, & CBD Certificates will all launch in 2019
- 🌿 CME & CLE accreditation coming 2019
- 🌿 Exciting early traction with large Enterprise clients





Green Flower Certificate Programs are endorsed and utilized by many of the world's top cannabis companies.



"Based on the overall quality of your work, we intend to outsource our entire training function to Green Flower."



"Green Flower Certificates are immensely valuable to the cannabis industry. Even as an industry expert, we learned some things we didn't know before, deepened our knowledge, and loved the learning process with all the videos, interactive materials, and quizzes".



We got our entire sales and distribution team certified and will add this as part of our professional development at Kiva."

OPPORTUNITY #3

College & University Partnerships

COLLEGES & UNIVERSITIES

- ④ 5,400+ schools in the US, and 22,000+ worldwide
- ④ Less than 10 offer any type of cannabis courses, and yet most believe cannabis is “the next tech” in Higher-Ed
- ④ We’re partnering with Schools throughout North America to offer Continuing Education Certificate Programs in cannabis
- ④ Channels include: Private colleges, public colleges, State schools, and community colleges

