



 **GCNC**
Global Cannabis Network Collective

Mission

The GCNC connects leaders of multinational cannabis companies through a community that generously shares knowledge, networks, and business opportunities. Our members work together to expand legal markets and optimize deal flow within an ethical, sustainable, and equitable industry.

History & Purpose

Having navigated the expanding global cannabis landscape for years, the founders of the GCNC realized that behind every deal, trade show, or conference call were a lot of enthusiastic and talented people. But the people who stood out were those rare individuals who *actually made the deals happen*. Those are the leaders who become members of the GCNC.

GCNC launched in 2020 with an elite Advisory Board featuring extensive expertise from every continent with a significant legal cannabis market. In 2021, the leading cannabis consulting firm Gateway Proven Strategies (GPS Global) acquired the network, adding business resources and deepening the reach of the collective's network of experts. Today, we continue to attract members from across the globe, helping to connect and expand the cannabis marketplace in every corner of the world.

Facilitating the exchange of critical market intelligence is an essential part of the GCNC, ensuring opportunities that significantly contribute to profit.

Apply for membership at www.gcnc.global.

Will cannabis learn from past market trends?



From capital investments to the tech bubble, the lessons are there for savvy investors and smart CEOs. But can past market models actually inform current cannabis industry growth?

Guests: GCNC Advisory Board Members Fleta Solomon, CEO, Little Green Pharma, and Deepak Anand, CEO, Materia Ventures

Peer-to-Peer expertise and business connections that get deals done

Our private networking app exists to allow you to directly connect with other members and event partners, easily attend **regional networking events**, be listed in our **Speakers Bureau**, and more. This platform hosts our library of resources, including webinars, white papers, research updates, podcasts, and other resources to support your cannabis business at each stage of growth.

NEW for 2022: COMPASS Evaluations

Elite members will receive a complimentary annual **COMPASS** assessment of their business. Short for **Comprehensive Opportunity Measurement Predictive Analytic Scoring System**, this is a rigorous 150-point scoring system - a unique algorithm developed by GPS that assesses growth opportunities for a business through 10 distinct lenses. It allows entrepreneurs to determine the best point of entry, market positioning, and strategy to steer their business toward success. COMPASS also serves investors and acquirers, providing insight on predictive measures of the survivability of a company as well as its ability to diversify through future market changes.

GCNC members are expanding and strengthening their business within our values-aligned network.

International Deals Done Faster

Every GCNC member commits to engaging with and supporting the transfer of knowledge, helping to optimize deal flow between members, and supporting the network with connectivity to their markets. We do not expect members to share proprietary information from their company unless they want to, but we do encourage a generosity of sharing that supports and aids those working to expand their businesses ethically and strategically.

Whether your need is to understand cultivation standards for scaling, navigate shipping logistics from South America, or the best way to achieve EU GMP certification and expand your supply chain, the GCNC has the expertise to save you time and resources.

Upon joining, the first step is an on-boarding interview with the founders where we ask you, “what is your business goal and how can we help?”

Then together, we get to work.

Content & Connectivity

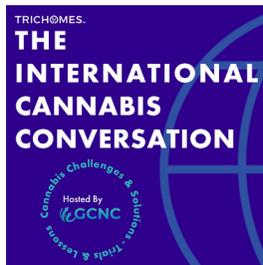
- We strategically create win-win scenarios by leveraging the expertise of members to develop content that keeps the network informed about critical market data and trends while also producing professional-quality promotional opportunity.

Want to better understand a specific market or niche? Just ask; most topics to-date were requested by members.

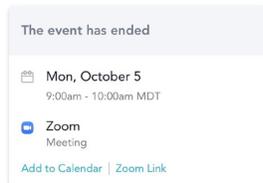
- We regularly host regional meet-ups, expert information sessions, webinars and more to facilitate connections between members.
- The **GCNC Event Network** provides access to discounted tickets, booth rates, and sponsorship opportunities at many of the world’s most important cannabis industry events.
- If you have a product, service, or concept you want to introduce to a market, we can introduce you to the regional experts you need to ensure a smooth launch. GCNC members have expertise in licensing, cultivation, law, production, supply chains, ag tech and more to help you streamline and optimize opportunities.



GCNC members receive special rates and/or benefits should they choose to join partner networks like Regennabis, the EU Medicinal Cannabis Association, the African Cannabis Association, and others as we identify and vet them. If it fits within the network’s scope and mission, we will do our best to make it happen for you.



Member Chat - EMEA



Real-world topics where the GCNC made connections and addressed knowledge-share opportunities to expand the growth and profitability of our members include the following:

- What are the benefits of Malta’s tax structure for European operators?
- What are the short- and long-term horizons for multi-nationals wanting to use recently abandoned but fully operational cultivation facilities in Sub-Saharan Africa?
- How does one tap into India’s hemp markets, or provide connections to US markets for ayurvedic spas?
- In the emerging markets of Peru and Ecuador, what are the industry's primary needs and key opportunities for members to be able to tap into the quickly expanding South American landscape?
- How do I take my extraction technology into Mexico in order to capitalize on the forthcoming legalized market there?

Trying to raise capital or have capital to deploy?

Once a quarter, the GCNC convenes media and investor “sneak peek” sessions called **Connecting Companies & Capital**. These conversational pitches highlight up-and-coming innovations and opportunities. A select group of investors, journalists, VCs, and/or family offices are invited to be “behind the scenes” to provide insights or ask questions. Sessions are also recorded and distributed over media channels and investor networks.

If you are an investor and want first-look opportunities to invest, you receive direct access to other member companies to cut through the hype and get to the core of the business.

Sneak peek events have highlighted growing post-revenue companies in Israel, the UK, the US, and Colombia. Upcoming events will feature businesses in Mexico and Africa.

*Investors can take advantage of our Investor Membership option.
Learn more at www.gcnc.global.*

Want your company executives promoted as global experts?

- The **International Cannabis Conversation podcast** hosted by the GCNC gives us an opportunity to highlight members, innovators and market trends every week.
- Relationships with a variety of **global media partners** provide occasional editorial opportunities.
- The **GCNC Speakers Bureau** is used by events around the world to highlight topics, companies and trends. They use GCNC members because they know we can provide them the best experts in the world quickly and professionally.

Prefer Dedicated, Hands-on Consulting?

For members who prefer specialized help or extensive ongoing work, the GCNC can provide market consultants, PR & marketing experts, legal consultants and more for special rates.

How do I apply?

The GCNC membership application is available at www.gcnc.global

Core Membership – Driving Deal Flow and Information Exchange

\$1500 Annual Fee

- Get the power of the GCNC network to optimize and streamline new launches and market expansion efforts
- Gain exposure through our collaborative podcasts, white papers, working groups, and more
- Enjoy event discounts & access to our Speakers Bureau

Elite Membership – Best Value for Global Expansion

\$3500 Annual Fee

- Includes all Core Member benefits plus additional discounts on consulting hours, media relations, market tours, and more
- Complimentary legal expertise with Clark Hill (1.5 hrs valued @\$1000)
- Complimentary brand & strategic communications consulting (6 hours @ \$1250)
- COMPASS business "health" evaluation
- Competitive intelligence review (4x per year)

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