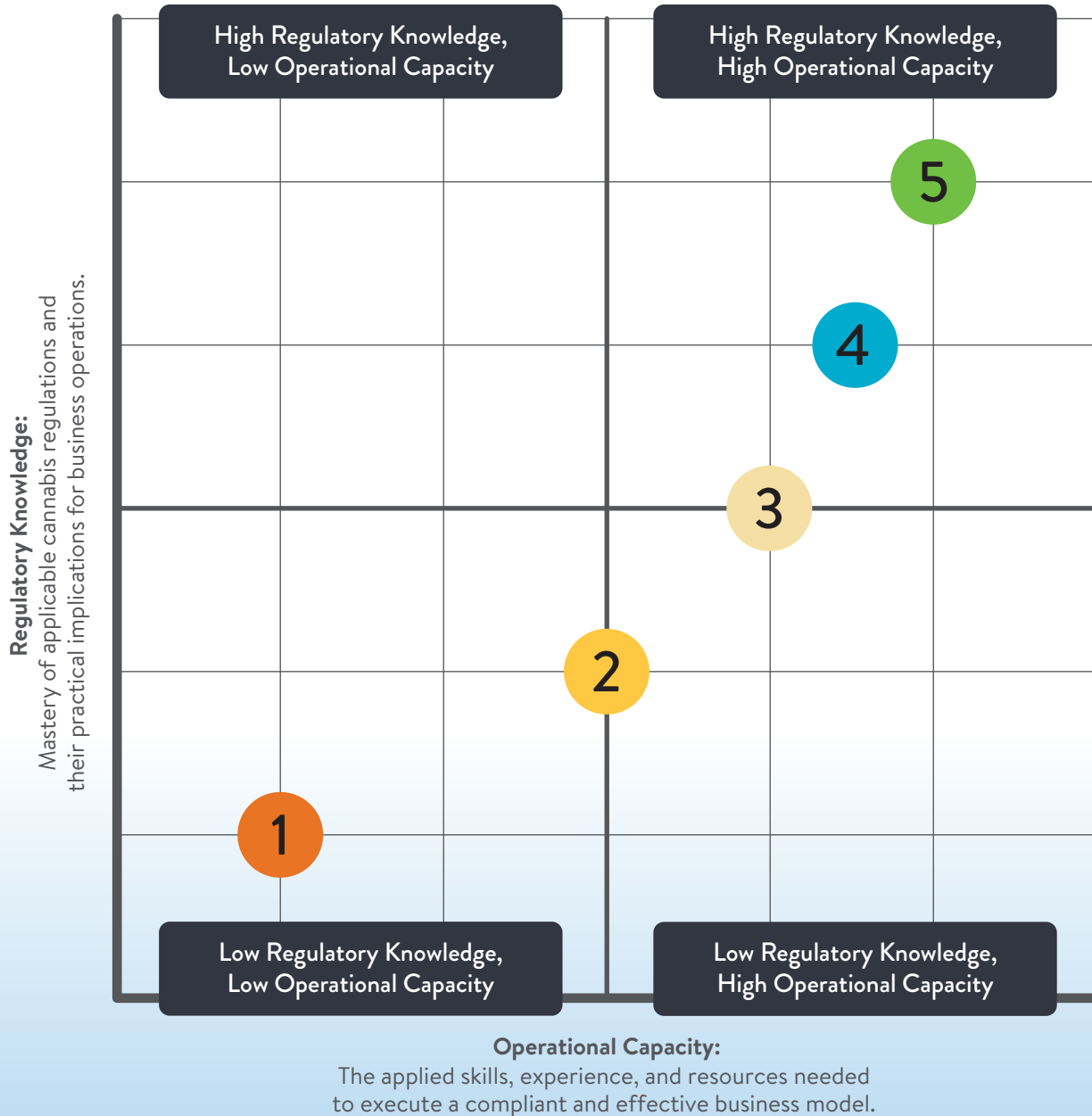


Continuum of Readiness for the Cannabis Industry

The Continuum of Readiness for the Cannabis Industry helps people see how prepared they are to start a cannabis business. It shows five stages of readiness based on regulatory knowledge (knowing the laws and rules) and operational capacity (running a business). The goal is to move from low to high in both areas. Stage 5 is ideal, as both regulatory expertise and operational capacity are high, meaning an individual understands the rules *and* has the skills to run a successful, legal cannabis business.



Stages

- 1 Understand Risks and Benefits
- 4 Analyze and Comply
- 2 Understand How to Operate
- 5 Create Sustainable Models
- 3 Apply Knowledge