The Green Mind
Proposal for Services

For the Cultivation community within the Cannabis Industry

# Overview

The Green Mind is pleased to submit this proposal for services to support the Cannabis community in achieving its goals for improving customer satisfaction by regulating and discounting services and products created and cultivated within the Cannabis community. The Green Mind shall operate as a member driven and controlled marketplace. Access to The Green Mind marketplace requires a monthly subscription varying in price and privilege.

We plan to partner with dozens of small businesses throughout Colorado—businesses committed to improving the customer experience through convenience, price control, and quality of services and products.

## The Objective

* Create Network of Suppliers looking for an outlet to the overwhelming Cannabis community.
* Provide stability for small business within the Cannabis community by means of commercial networking.
* Encourage safe and responsible use of Cannabis within the Cannabis community.

## The Opportunity

* Goal 1: Introduce new and not well-known suppliers to the Cannabis marketplace and community.
* Goal 2: Increase revenue and profit as pertains to small business through the use of a referral advertising system.
* Goal 3: Create financially long lasting relationships within the ever-growing Cannabis marketplace and community.

## The Solution

* Join The Green Mind in offering services and products to the Cannabis industry and community.
* Support The Green Mind by acknowledging discounts and referral program.
* Recommend The Green Mind to those thinking about starting in the Cannabis industry to receive assistance.

# Our Proposal

The Green Mind has a new and thriving reputation for quality customer service. However, faced with changes in state law, economic impacts to cultivation and distribution, and limitations that prevent taking full advantage of improvements in technology, the Cannabis community faces the possibility of experiencing prices for Cannabis services and products reaching record high due to the market still being legally new.

The Green Mind has developed solutions to help new and upstart suppliers market towards customer interest and satisfaction trends and propose that the Cannabis community support us in our attempts to assist towards profit and revenue growth of those involved.

Our solution is easily expandable to include the basement grow through to the concentrate chemist working out of a dispensary.

What we are proposing is for an arrangement to be made where:

* The Green Mind advertises your service or product with the understanding that those customers who respond will have a discount for said service or product.
	+ Discounts only required to be offered on the Basic Membership or higher.
	+ Discounts are only to be honored for those with valid Member ID.
* Receive a payout for the Referrals that become members under your name.
	+ Each referral is paid at $5.00.
	+ Payouts are issued via PayPal once a month.
* Remain in contact with The Green Mind via Network Hub and Request Rooms.
	+ This allows us to connect your service or product with the Cannabis Community.
* Access to the overwhelming demand of the Cannabis industry and community is easily established and maintained.
	+ Growers can meet Customers. Vendors can network with Growers and customers.
	+ Monthly fee is required to gain access to The Green Mind.

## Rationale

* Research shows that the medical cannabis marketplace is calling for a worth of 6 billion by 2018! Imagine the outlook for the recreational marketplace…
* Market opportunities are still new and pliable. Now is the time to create a name in the Cannabis community.
* Alignment with the mission also is education. Educational programs are needed to inform about the proper ways to use recreationally that is acceptable in today’s society.
* Current resources/technology allows for anyone anywhere at any time to remain connected to a network one way or another. Plus with the advancement of technology in the Cannabis industry, we are in the midst of a “gold rush” and we can be the ones selling the “pickaxes”.

## Execution Strategy

Our execution strategy involves networking with individuals and freelance contractors to begin building a cooperative-like environment for the Cannabis community to receive assistance with small business ventures in the Cannabis industry.

The beginning is simple.

* Offer services and products at discount to customers referred to you by The Green Mind.
* Each of your referrals turned member pays five dollars.

## Supplied Material

The following materials are to be supplied by the Cannabis community for this project. For The Green Mind to meet project milestones, this material must be supplied on schedule. The due dates included in the following table represent our best guess based on current proposed project dates:

|  |  |
| --- | --- |
| Materials to be supplied by the Cannabis community | Due Date\* |
| Logos and other advertising documents | 4 weeks upon acceptance of proposal |
| Coupons and advertising gimmicks | 4 weeks upon acceptance of proposal |

\*We cannot be responsible for cost overruns caused by client’s failure to deliver materials by agreed-upon due dates.

# Expected Results

We expect our proposed solution to the Cannabis community’s requirements to provide the following results:

## Financial Benefits

* Increase of profit by the increase of customer interaction through successful networking and advertising.
* Increase of services or product sold, in turn increasing repeat business between you and your vendors.
* Increase the level of responsibility in the Cannabis community through education.

## Technical Benefits

* Income generation through referral program.
* In-depth Cannabis waste recycling program in development.
* Unification of knowledge of Cannabis throughout the community.

## Other Benefits

* Higher customer satisfaction due to stable and reasonable pricing for services and products.
* Higher repeat customer traffic due to stability provided by the “One Stop Shop” feel and approach.

# Qualifications

The Green Mind is continually striving for small business success within the Cannabis Market.

* The Green Mind is ready to assist in building the road to a bright future for Cannabis and Cannabis Cultivation.
* The Green Mind understands the culture in which it thrives.
* The Green Mind uses and enjoys services and products produced by the Cannabis Industry and Community.

# Conclusion

We look forward to working with the Cannabis community and supporting your efforts to improve your network and sales within the Cannabis Industry and Community. We are confident that we can meet the challenges ahead, and stand ready to partner with you in delivering an effective and satisfying customer experience.

If you have questions on this proposal, feel free to contact The Green Mind at your convenience by email at thegreenmind@hotmail.com or by voicemail at 970-633-0405. We will be in touch with you soon to arrange a follow-up conversation on the proposal.

Thank you for your consideration,

Adam Penn
Founder and Charter member

PS: If Interested: Complete the last form and email to Thegreenmind@hotmail.com.