

COMPREHENSIVE  
CANNABIS  
CONSULTING

3C

# Design, Build, Grow, Make, Sell, Invest.



**Bloomberg  
Business**



CANNABIS  
BUSINESS TIMES

**Forbes**

Marijuana  
Business **Daily**



**Cannabis  
IndustryJournal**



“The secret of getting ahead is getting started.” — *Mark Twain*

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# We guide. You grow.

3C is the leading cannabis and industrial hemp strategy firm. We have successfully helped over 70 clients achieve superior gains and increased shareholder value through strategic investment and business guidance, assessment and optimization of existing operations, and improving the efficiency and productivity of both people and plants.

## Who we are



Comprehensive Cannabis Consulting (3C) is a national cannabis and hemp management consultancy guiding agricultural, industrial, retail and investment clients to achieve superior gains. Our approach consistently produces measurably superior cannabis with greater yields at lower costs, while also maximizing the social, environmental, and economic benefits to our clients and their communities.

### 3C provides strategic guidance and tactical expertise for:

- Agriculture and Cultivation Operations
- Product Manufacturing Companies
- Testing Labs and Products
- Wholesale Distribution Companies
- Retail Operators
- Investment and Finance Companies
- Cannabis Software Companies
- Cannabis Publishers

## We create shareholder value time and time again.

### Case Study: Efficiency & Productivity Audit

3C offers a thorough Efficiency & Productivity Audit Service, which employs our subject matter experts to evaluate all aspects of an operation, from facility design, workflow, Standard Operating Procedures (SOP), pest and contamination risks, regulatory compliance issues, business plans and projections, and more.

### Case Study: Lighting & Technology Upgrade

3C was asked by a client to analyze and optimize their grow lighting. After careful analysis, recommendations and installation, our client gained an additional \$700,000 in revenue in the first year after the upgrade. They expect at least that much in return annually, which will eventually garner a 30-40x return on their initial investment.

### Case Study: Case Study: Integrated Pest Management (IPM)

IPM is a vital part of any grow operation. In one of our recent client use cases, we helped the client avoid nearly \$250,000 in penalties, lost product, and brand damage by helping them become compliant and avoid product recalls. 3C uses best practices combined with the latest information on local, state, and federal guidelines to ensure that our customers avoid infestations, pesticide contamination and regulatory enforcement, and product and worker liability issues while building a sustainable long-term operation.

### Case Study: Project Feasibility Analysis

3C frequently guides clients through an initial analysis of a proposed project, product, or investment to determine its feasibility and potential. Our extensive industry experience, broad network, regulatory involvement, and access to comprehensive data on market trends allows us to advise clients as to whether a proposal can be realized in a way that generates shareholder value. In multiple cases, we have saved clients valuable time and capital by discovering that their projects are not feasible based on obscure state or local regulations.

Whether it's suppliers or customers - we strive to bring about a more sustainable world.



# Our Services

## Discovery & Planning

- Reviewing cannabis startup investor presentations and business models
- Evaluating cannabis startup pro formas and projections
- Evaluating viability of cannabis startup solutions and products
- Licensing support
- Inspection readiness
- Legal Affiliate Network

## Design & Development

- Site selection
- Facility design / development
- Crop / Genetic selection and referrals
- License acquisition
- Integrated Pest Management
- Standard Operating Procedures - generation, review, and optimization
- Staffing and Workflow Management plans
- Good Agricultural Practices

## Operations & Ongoing Management

- Compliance and regulatory support
- Supply chain management / group purchasing
- Temp Staffing
- Education and training
- Harvesting
- Processing
- Bio-security
- Quality Assurance Plans

## Marketing, Manufacturing and Distribution

- Good Manufacturing Practices for infused product manufacturers
- Wholesale
- Dispensary design
- Business planning
- Community, consumer and patient outreach

## Strategic Investment Services

- Comprehensive Startup Review
- Business plan overview and comments
- Financial model review
- Market & Competitive Analysis
- Distribution model review
- Management team review and reputation analysis
- State by state and county by county compliance review

*3C offers a broad array of cannabis and hemp services, based in science, research and industry best practices.*

Nic and 3C were a significant help to my indoor cultivation operation. Their unique knowledge allowed me to increase yields and develop processes that saved me time, energy, and money. 3C offered advice on nearly every aspect of my grow from propagation, lighting, ventilation, plant nutrition, pest control, and harvesting. I implemented the suggestions successfully and would recommend 3C's services without hesitation. I will definitely utilize their services in the future, especially when I am developing my next site.

—DANIEL, COLORADO  
MEDICAL CULTIVATOR

I have worked closely with the Team at 3C for more than a year, and they have exceeded my expectations. Whether they are helping cultivators optimize operations, or assisting retailers with sourcing organic products, their working knowledge of the entire value chain is evident in all that they do. They have demonstrated - with ethics and integrity - an ability to understand client needs, develop solutions and mobilize resources efficiently, effectively and in a timely manner.

Simply put, the Team at 3C Consulting is world-class.

— JONATHAN RUBIN, CEO,  
NEW LEAF DATA SERVICES, LLC

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## Leadership

### Nic Easley

*Chief Executive Officer*

Nic and 3C have helped more than 70 clients design, start up, build, and optimize their cultivation and commercial cannabis operations. 3C uses science, research, and education as guiding principles, prioritizing ROI, profitability and shareholder value while recommending both socially and environmentally responsible practices. Nic's scientific background, combined with over 15 years of on-the-ground agricultural and biological experience offers the industry new possibilities of productivity, profitability, and professionalism. Over the past nine years, Nic has accrued deep experience in the cannabis industry - both in Colorado and nationwide - giving him the knowledge and perspective to guide entrepreneurs and farmers on items ranging from business planning and investment recommendations to optimizing existing operations to specialized botanical inquiries. Nic has been asked to speak and keynote at multiple industry conferences, has been quoted by major media outlets, and contributes to numerous industry publications. Nic also serves on and regularly attends rulemaking workgroups held by various regulatory agencies in Colorado, including the state Department of Agriculture. Nic holds degrees in Environmental Studies and Biology, and is a Veteran of the United States Air Force.



### Adam Koh

*Chief Cultivation Officer*

Adam applies his cultivation operations expertise and industry insight to guide clients in improving the efficiency, productivity, and profitability of their cannabis businesses. Previously, Adam managed a medical cannabis cultivation operation in Denver, where he oversaw roughly 3,500 plants and 15 employees at any one time, and produced about 3,000 pounds of high-quality flower annually. Additionally, Adam oversaw an expansion that almost doubled production capacity, while developing and implementing various protocols and organizational tools - including SOPs, IPM strategies, and data collection and analysis protocols - to promote efficient and productive operations. Prior to entering the cannabis field, Adam attained degrees from the University of North Carolina at Chapel Hill and the University of Delaware, and served as an adjunct professor while pursuing a Ph.D. in Art History. Adam sits on rulemaking workgroups convened by the Colorado Department of Public Health and the Environment and the city of Denver; he is Editorial Director of Cannabis Benchmarks, a leading provider of wholesale price data and market intelligence to the cannabis industry; and his writing has been featured in numerous industry publications.



In addition to direct cannabis industry experience, the 3C team brings to bear a diverse skillset ideally suited to assessing and elevating the performance of cannabis businesses, ancillary product and service companies, and investment portfolios. These include: business formation and development, architecture and engineering, compliance in highly regulated industries, education, farming of agricultural commodities, marketing and distribution, and technical writing. Our affiliate network includes vetted, best-of-breed providers of legal, security, accounting, and product development services to the cannabis industry.



Find out how our expertise can work for you.  
Contact us today for a free initial 15 minute consultation.

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