

# Verts Grand Lake LLC Business Plan

With over a decade of experience in Colorado's regulated marijuana industry, Verts Grand Lake LLC, doing business as Verts Neighborhood Dispensary (Verts), is seeking to build on its reputation as a community resource, good neighbor and well-run business to become Grand Lake's first licensed marijuana store.

Proposed to be located at 525 Grand Avenue, Verts intends to be a successful cannabis business that blends in with the surrounding area and builds community with neighboring residents and businesses.

Verts has secured the right to the property from its prospective owner. JesseTheDog LLC has executed a purchase contract with the current property owners, Mountain Mongrels LLC, scheduled to close on March 28, 2024. Verts will lease the property from JesseTheDog LLC per a lease agreement between the two parties that has been executed and is set to take effect on April 1, 2024.

Because Verts has an established relationship with its prospective landlord, the store will be in position to remain a successful and stable business in its proposed location. Our intent is to grow the business, lead by example, and show that Grand Lake has a robust and thriving adult-use cannabis market, all while continuing to impact the community in only positive ways and maintaining our friendly persona.

We are a company that views our team members as family and treats them as such. We focus on compliance, working hard, and bringing solutions. Our core purpose is to cultivate better lives among our customers, staff and community.

Verts carries an extensive artisanal selection of cannabis products that meet our customers' needs and remain up-to date with current market demand. We embody the friendly, neighborhood vibe. When people purchase cannabis from us, they receive a nostalgic experience and personal interaction rather than a cold or clinical transaction.

**Proposed product lines** – Verts understands that careful product procurement and shelf selection will drive sales growth and better serve customers. The company focuses on the careful development of product selection by fostering excellent relationships with its existing vendors, and facilitating new vendor relationships and the procurement of quality cannabis and cannabis products from licensed Colorado producers. Verts projects that roughly 50 percent of sales will be cannabis flower and 45 percent will be manufactured (non-flower) cannabis products, with the remaining 5 percent of sales being non-cannabis products such as accessories and branded merchandise.

## **Cannabis flower**

Cannabis flower is likely the most recognizable commercially available cannabis product sold by licensed retail marijuana stores. Dried cannabis flower comes in a variety of strains that fall under three broad categories, each of which will be available at Verts. Whether indica, sativa, or

## Verts Grand Lake LLC Business Plan

a hybrid of the two, each cannabis strain has distinctive identifiers experienced through nuanced differences in taste, smell, and effect due to the varying levels of tetrahydrocannabinol (THC), cannabidiol (CBD), and other present cannabinoids and terpenoids. Indica-dominant strains tend to provide a more relaxed experience, affecting the whole body, while sativa-dominant strains generally produce an energizing effect. Hybrids can provide a bit of both effects. Different strains produce different experiences, so to best serve Verts customers, we believe it is important to have a diverse variety of cannabis flower to meet all customer needs.

### **Manufactured cannabis products**

Cannabis products are created by processing cannabis flower and trim material through a wide variety of extraction methods. Depending on the extraction method, a range of different products can be produced, all with different potencies, textures and effects. Verts intends to provide a full range of manufactured cannabis products so consumers can make a responsible choice regarding their use.

Verts will offer the following manufactured cannabis products:

- Concentrated cannabis in smokable and/or vaporizable form
- Vaporizer pens and cartridges
- Oils in oral dosage syringe or capsule form
- Edibles and drinks
- Topicals
- Transdermal patches

With every concentrated form of cannabis that is sold, Verts will make available the Colorado Marijuana Enforcement Division (MED) warning statements and safety pamphlet for concentrate usage.

Verts strives to offer a diverse array of options for customers to make informed, responsible choices about their cannabis use. Carefully curated cannabis products will be offered at an affordable price point so access to the benefits of cannabis is based on preference and not the size of one's wallet.

Finally, if customers prefer that Verts carry a specific product or brand, the store will be happy to accept recommendations. And by utilizing analytics provided through the State inventory tracking system and Treez (our internal point-of-sale software system), Verts will identify the products most popular among customers. While the popularity of a product provides some weight when making purchasing decisions, Verts will also focus heavily on quality and agreements in place with trusted suppliers.

**Proposed product handling procedures** – In addition to the receiving deliveries and inventory control procedures outlined in our Operations Plan, Verts follows strict product handling procedures within its licensed premises.

# **Verts Grand Lake LLC Business Plan**

## **Fulfillment of customer orders**

Purchases may only be made in the Retail Sales Floor area. As described in the customer check-in procedures in our Operations Plan, only customers who have undergone age and identity verification are granted access to the Retail Area. As a Retail Marijuana Store, Verts will only sell Retail cannabis and cannabis products to individuals at least 21 years of age.

Customers will be able to browse secure product displays while on the Retail Sales Floor; Verts will not allow customers access to cannabis or cannabis products until they have completed a transaction. Government-issued identification will also be required to be shown at the point-of-sale (POS) at the time of purchase. All cannabis products are dispensed in child-proof, opaque packaging.

Budtenders will adhere to the following steps when fulfilling customer orders:

- After browsing and/or asking any questions, the customer will place an order with a Budtender.
- The Budtender will fulfill the customer order and will scan all ordered items into Treez. The Budtender will then apply all customer exit labels to all products as well as any discounts.
- The customer will tender payment. Verts accepts cash as well as debit card transactions.
- The Budtender will record the completed transaction in Treez.
- The Budtender will place products into a bag, if desired by the customer, and hand the bag to the customer.

After completing the transaction, all customers will be required to immediately exit the store.

## **Product returns**

Verts will accept returns of defective, damaged, or products which fail to meet customer expectations with a receipt of purchase. In exchange, customers are given the option to purchase the same or similar product and are charged \$0.10, which is the lowest legal amount a customer can be charged. Verts will never resell cannabis goods returned by a customer. Defective cannabis products returned by customers to Verts will be destroyed on the day they are returned.

## **Secure product display**

The Verts Retail Sales Floor has been designed to provide optimal viewing capabilities of products for customers, while limiting the opportunity for diversion.

Flower product samples are securely displayed in jars that allow customers to visually inspect the flower and smell it; however, the jars are locked and secured by a retractable steel cord within the fixed display.

Concentrates and cartridges are on display, but stored and secured within locked display cases. There is no handling of these products by consumers unless a purchase is made.

## Verts Grand Lake LLC Business Plan

Edibles and other pre-packaged cannabis products are displayed in “dummy packaging” with no product inside and/or using no-THC sample products. This allows customers to visually inspect the product packaging and information, but no THC-containing products are on display.

**Core values** – We are honest and forthcoming with our customers. We never make volume or sales figures the focus of an interaction, but rather focus on making sure our patrons feel taken care of. Our honesty ripples over into the integrity with which the community views us, and it is that integrity that makes them believe in us and return time and time again.

Verts’ niche is – and will continue to be in the Retail market – providing quality cannabis at a great price. As a vertically integrated company with a long history in Colorado’s legal cannabis market, we have the experience and expertise to thrive within our niche and to continue growing our business.

### **Customer service**

We always make it right. At Verts, we take accountability for any mistake or shortcomings on our part as a business. If any of our employees are ever incapable of making something right for a customer, we bring it to the rest of the team’s attention so we can get the resources in place to provide solutions.

We never lose sight of the customer experience. We wouldn’t be anywhere without our customers, so continuing to maximize their experience is of paramount importance. When we are hiring new employees, we focus less on whether they have cannabis industry experience, but more so if they have hospitality and customer service experience.

### **Local hiring and career development**

Whenever possible, Verts hires from within the community. We offer our team members the ability to move up in the company, a competitive pay rate and potential bonuses. Our employees receive a substantial discount on cannabis products, as well as paid time off and paid sick leave. We provide health, dental, vision, and life insurance, and focus on career development opportunities for our staff. Whenever there is a new position available, we always try to promote from within the company first.

### **Community benefits**

Among the business practices that set Verts apart is our focus on taking care of the team members within the company as well as our customers throughout the community. We will give back to the Grand Lake and Grand County communities and support local charities and initiatives to make our home a better place to work and live.

### **Compliance**

Additionally, we make compliance a core value and a focus of daily operations. Instead of looking at our sector as the “Cannabis Industry,” we like to consider it the “Compliance Industry.”

## Verts Grand Lake LLC Business Plan

Because only with total compliance comes the opportunity to sell cannabis; not the other way around. Regulations are constantly changing and we stay up to date and implement changes immediately.

Verts is Colorado born and raised. We look forward to continuing to grow in our home state.