

Hi there, and welcome to this webinar about the online cannabis training programs offered by the school. We're so happy you're here, and let's dive in. So here's what you're going to learn today. We'll talk about the current and future stats about the cannabis industry because as you'll discover, there's a lot of exciting career opportunities. We will also dig into the skills and knowledge you need to succeed within various roles and sectors within the space, as well as the cannabis programs available from the school and will even touch on what prevents people from participating in the cannabis industry today.

To start, let's give you some stats about the cannabis industry. As of today, over 45 states have legalized for recreational or medical use, and even more are expected this year. So, as you can see, we've really turned a corner. And the world is really beginning to adopt the cannabis industry as a legal and successful industry. And this is evident by the fact that over 420,000 full-time employees work in the industry. Which means that there are about 280 new jobs created every single day, making it one of the fastest growing job sectors in the United States. Furthermore, the skilled labor market makes a median salary in cannabis 11 percent higher than the average in the US which means that there's lots of great high paying jobs. And you can see, the growth of the industry is evident by the fact that they're estimating, there will be over one and a half million jobs just here in the US by 2027, simply demonstrating the amount of growth that the industry still has to come ahead.

And if you're asking, why would I want to work in the industry? It's a great place to be. It's a very fast-growing industry with an enormous amount of potential for expansion and development. So that means that if you're somebody that really likes to learn and grow and be in a new space, this is a great place to be. It's also very complex and very stimulating. There's so much to learn and so this is an industry where you'll never get bored. You'll always have lots to do. And there's always more for you to develop and understand about how to grow in the space.

And despite the stigma, people are extremely passionate about cannabis. The people that work in cannabis love the industry. The people that engage with the products love the products. It's genuinely a place where people are very passionate about the space and because it's still so new and young, there's opportunities everywhere. There's opportunities to get employment. There's opportunities to start businesses, and there's opportunities to grow around the world because cannabis is truly a global industry. So, again, if you like being a part of a new fast growing industry, cannabis is a great place to be.

Now if you're asking why are we as a school offering cannabis education? It's because we are ready to meet the needs of our community to provide training for in-demand jobs and as you know this is an industry that's got a lot of jobs that need well-trained people. Furthermore this is about expanding career opportunities, with real industry-specific knowledge, and a credential. It's about training you for multiple roles within the space, but because this is online, it's very flexible and allows you to take it at your own pace and on your own time to meet your lifestyle needs and ultimately, by going through these programs, it improves your marketability and opens up these exciting new career pathways.

So to start, let's dig into the first program. The Cannabis retail specialist program, like all of these programs, is nine weeks in length. They're online and asynchronous, which means that you can take them on your phone or your tablet or your internet-connected device and asynchronous means that you can go through them at your own pace and on your own time. So, if you need to take them at nights or in the mornings or in between other responsibilities, you have that flexibility. And upon completion, you get a certificate to demonstrate that you have achieved this credential and are a credible cannabis professional.

Now, this particular program is taught exclusively by leading industry experts and operators and it will empower you with the knowledge and skills needed to become a respected and in-demand cannabis retail professional. You'll learn all about the industry and the supply chain, you'll acquire the knowledge and skills needed to excel within the cannabis retail environment, and you'll learn important compliance and operational best practices, making you a very well-rounded cannabis professional. Now, with each of these programs, there's three units.

Unit one always starts with the cannabis industry fundamentals. You'll really understand how the cannabis industry supply chain actually works from seed to sale. This covers the business of cultivation, the business of distribution, the business of manufacturing and lab testing. And so by the time you complete this first unit, you will really feel a better confidence about how the industry actually works.

The second unit is product knowledge and customer service and specifically it's a skills-based training for cannabis retail. This is where you'll learn all about the science of cannabis, including cannabinoids and terpenoids and the endocannabinoid system. You'll do a deep dive into the various delivery methods, and product types to really understand what it is that's being sold to consumers. You'll get guidance on providing safe and helpful service to consumers, really learning how to interact with the myriad of different people that come in to buy cannabis, as well as learning how to do effective sales and marketing so that you're truly a valuable member of any cannabis business.

And then the third unit is about compliance and operations, which is a very crucial and critical part of the cannabis industry because of how heavily regulated it is. And this is where you'll learn health and safety best practices for workers. You'll understand compliantly receiving and transporting cannabis products. You'll learn how to maintain product safety. And you'll learn about the need for diversity equity and inclusion in the cannabis space. This will make you, again, a very well-rounded cannabis professional that understands both retail operations as well as compliance best practices.

The next program is the Cannabis Cultivation Specialist, which again is nine weeks, online and asynchronous and comes with a certificate of completion. And this is where you'll gain an in-depth understanding of the cannabis plant and how to grow it commercially. You will learn about the botany and genetics of the cannabis plant before diving into the best practices for

growing, harvesting, processing and curing. Upon completion, you'll have a solid understanding of what it takes to grow high quality cannabis indoors or outdoors, really regardless of your current level of experience.

And again, there's three units in this program, starting with cannabis industry fundamentals, which covers the supply chain seed to sale. But in unit 2, we really go into cultivation skills and best practices. This includes skills-based training for cultivation around botany and genetics of the cannabis plant, the plant development lifecycle, what happens throughout each stage of the cannabis growing process. You'll talk about lighting, watering nutrients and pest control as well as best practices for growing, harvesting, processing and curing. Again this will make you so skilled at growing commercial cannabis in a way that most people simply don't have. And then again, this will conclude with that unit 3 about compliance and operations which is customized to the cultivation vertical and covers health and safety best practices, transporting cannabis product safely, and diversity, equity and inclusion.

And then the third program is the Cannabis Extraction and Product Development Specialist. Again, nine weeks, online, and asynchronous and includes a certificate. And this is where you'll discover how all cannabis products are developed and manufactured. You'll learn about the different cannabis extraction methods, you'll learn how different product types are made and produced, and you'll understand important compliance and operational best practices for extraction and manufacturing professionals.

And again, there's three units, starting with that industry fundamentals. But then moving to unit two - cannabis extraction and product development, and this is a skills-based training to teach you the proper terminology about manufacturing products, various methods for extracting cannabis safely and effectively, including water hash CO2, alcohol extraction and more as well as the different cannabis infused product types, including step-by-step guidance on how to make them, like edibles, chocolates, tinctures, topicals and many more.

You know, if you've ever been curious about how these products are made, this really takes you behind the scenes and helps you learn everything about it. And then again, concludes with a unit three, customized for this particular course about health and safety best practices, compliance and operations.

What's special about all these programs is that you are able to learn from proven leaders with really deep experience running successful cannabis operations. These are expert instructors, including legendary operators, scientists, physicians, cultivators, and CEOs. These are people like Kevin Jodrey, one of the earliest leaders in the nursery and cultivation space or Dr. Reggie. Guardino, who has been pioneering science and product development in the industry. And Shane Terry, who is a leader in the Las Vegas cannabis scene, developing brands, snf manufacturing, distribution and building a very successful ecosystem. So, when you sign up for these programs, your instructors are the best of the best and the people that are truly succeeding in cannabis today. And all of the content is delivered through high quality video,

lectures, readings, and e-learning modules, making it a fun, interactive, and very effective learning experience. And then upon completion, three, great things happen.

First, you'll get a certificate of completion from the school that's backed by the GF Institute, which is the industry standard for cannabis credentials. You'll also get membership into the GF Institute, which allows you to receive additional training, and additional benefits as part of your membership. And then finally, you'll get access to our employer Network, which is where you get matched with cannabis companies who are looking to hire people with these exact credentials. This whole ecosystem is designed to help you succeed in cannabis, to get hired and to open up your opportunities in the space.

Now, to move on to some FAQs.

People asked, why do I need education?

Listen, to work in the cannabis industry is the answer because this is a highly regulated industry with huge compliance needs. And there's many very specialized roles so that means that there is much to learn if you want to participate and succeed in the legal market today.

People ask us how much time should I expect to devote to the program? It takes about five to six hours per week to complete the coursework in his program. And again, you can do it at your own pace and on your own time.

People have asked us what type of qualification is associated with the cannabis program. And once you complete the program, you'll earn the certificate back by the GF Institute, which is the first standardized industry back certificate program specifically for cannabis professionals, meaning it is trusted and respected within the cannabis ecosystem.

And then lastly people ask us - are their payment plans and the answer is absolutely. Go ahead and check the website for details but this will allow you to spread out your tuition over time making it more accessible for anybody to participate.

So, that's all we've got for you today. We hope that you've enjoyed this webinar and we hope that you're excited about the opportunities that exist within cannabis. In terms of next steps, you can go ahead and go to the website. Pick any program that looks appealing to you and register right away.

The cannabis industry is moving fast and there's tremendous opportunity to grow within it. So go ahead and register now, stand out from the crowd, and we look forward to seeing what you do with this trusted cannabis credential.