



# Social Impact Report

2022

Cimone Casson

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## Our Vision

Our vision is to create tangible pathways to aid in transitioning Social Equity Awardees to Final Approval Licensees while creating sustainable businesses that can bridge the generational wealth gap.

Social equity takes into account systemic inequalities to ensure everyone in a community has access to the same opportunities and outcomes.

To help achieve our vision of bridging the wealth gap and aiding equal participation in the cannabis space we have partnered with Quadcore Insurance Services to offer risk management coverage for cannabis companies that meet Social Equity Requirements, and created a curriculum to educate on establishing a sustainable corporation, and developed a platform for local investing.

## Our Mission

We are living in unique times when generational wealth opportunities have become more readily accessible to all people. Despite the many, "Social Equity" initiatives created very few have made an impact on the individuals greatly affected by the "War on Drugs".

Three of the biggest hurdles for minorities seeking to enter or expand a company in the cannabis industry are access to capital, meeting financial responsibility requirements, and creating a sustainable business model. Our 3 initiatives have a proven track record for success.

## How Do We Measure Our Social Impact?

There is a social impact revolution is taking place and COVID-19 has accelerated this trend by putting pressure on businesses, impact investors, and philanthropy. We have created an in-depth Social Impact Report to detail our footprint

The United Nations Department of Economics and Social Affairs has developed 17 Goals to measure social impact. They have defined social impact metrics as the given number of people whose lives your organization improves and/or how much your organization improves their lives, over the long term.

Many corporations have found it beneficial to partner with entities that offer innovative solutions to social economics. Partnering with an organization with a proven track record that has increased impact in two ways: by helping more people over time, or by helping the same number of people to a greater extent can be monumental in your customer engagement, brand loyalty, value position to attract investors, and display a commitment to connecting all stakeholders with a purpose.

## Track Record

Historically, Cimone has served as the Chairwomen for the Michigan Regulatory Agency's workgroup and created initiatives that have been adopted by the state and increased the Social Equity pathway to final approval by 20% year over year.

Social Equity Numbers:

1. Social Equity participants that applied for Adult Use - 488
2. Approved for AU prequalification - 369
3. Final Approved for Adult Use licensure - 66

As the National Director of Social Economics for Minorities 4 Medical Marijuana Cimone has worked to delegate to create an Environmental, Social, and Governance Outreach Program. The program is designed to aid Corporations in developing tangible pathways that will be impactful.

## Asset Academy

The Asset Academy is an education platform that is mandatory for cannabis businesses to meet the qualifications to obtain the Social Equity Discount for Insurance and become listed on the local stock exchange. The curriculum is created to help new businesses transition into a corporation that exceeds expectations in compliance, regulatory, management, standard operation processes, and financial obligations.

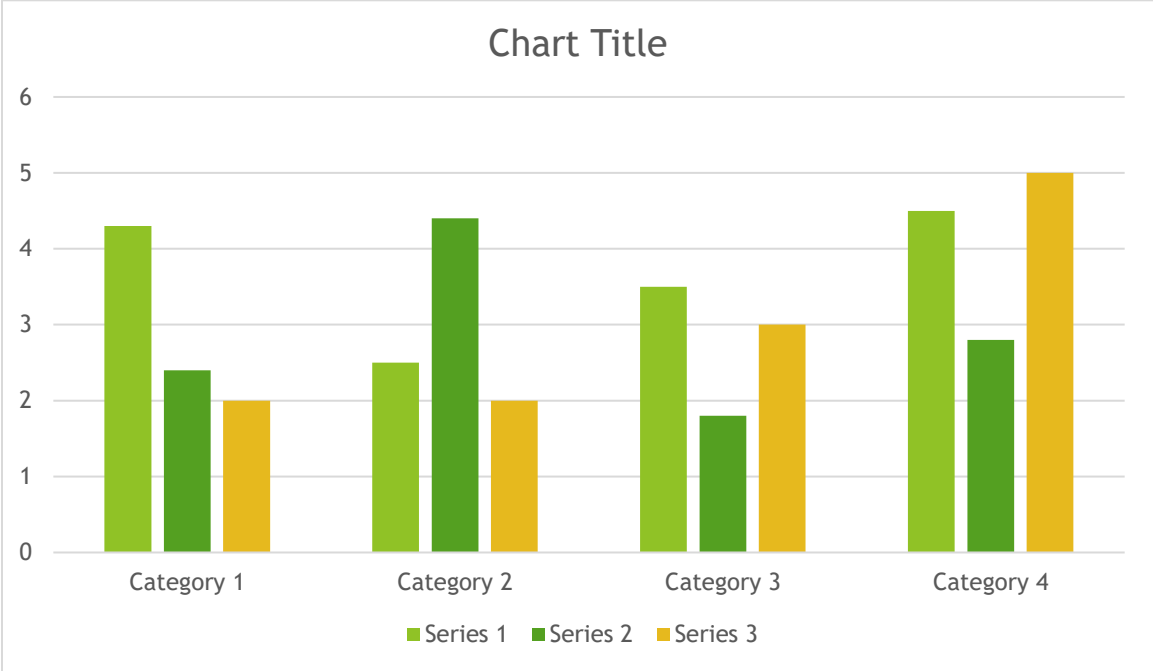
## Social Equity Insurance Discount

Cannas Capital has teamed up with several Insurance Companies to establish to provide optimum coverage at a discount rate for Social Equity Awardees.

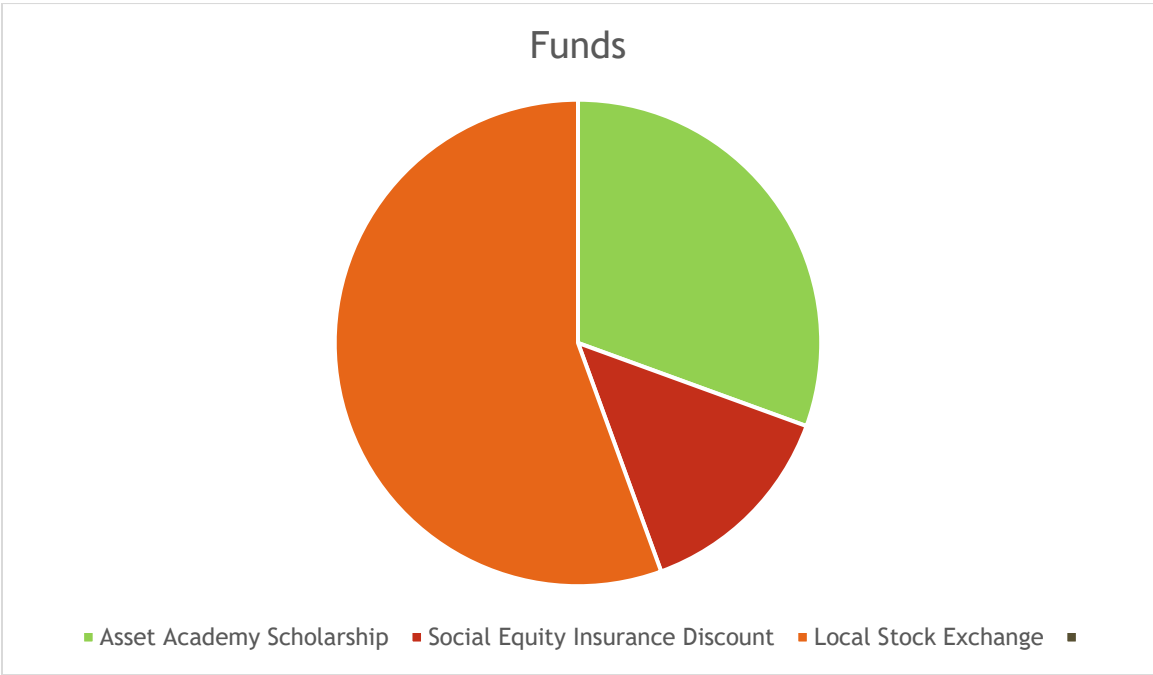
## Access To Capital

Cannas Capital has partnered with lenders and investment banks to offer access to capital in creative and innovative ways including establishing a local stock exchange.

# Who're Lives Have We Impacted?



# Funding



We Are Committed to Our Mission

Cimone Casson

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