

# BIORELIEF PHARMACEUTICALS



**CONFIDENTIAL**

<b>A. BUSINESS INFORMATION OF APPLICANT...</b>	<b>3</b>
<b>B. LOCATION AND SITE PLAN.....</b>	<b>38</b>
<b>C. PROPOSED BUSINESS PLAN.....</b>	<b>62</b>
<b>D. PROPOSED MARKING PLAN.....</b>	<b>109</b>
<b>E. FINANCIAL STATEMENTS AND ORGANIZATIONAL STRUCTURE.....</b>	<b>127</b>
<b>F. BONUS POINTS.....</b>	<b>156</b>



# Medical Marijuana Program

165 Capitol Avenue, Room 145, Hartford, CT 06106-1630 • (860) 713-6066

E-mail: [dcp.mmp@ct.gov](mailto:dcp.mmp@ct.gov) • Website: [www.ct.gov/dcp/mmp](http://www.ct.gov/dcp/mmp)



## Appendix A Dispensary Facility License Information Form

Section A: Business Information			
1. Applicant business type:			
<input type="checkbox"/> Sole Proprietorship	<input type="checkbox"/> Corporation	<input checked="" type="checkbox"/> Limited Liability Co.	<input type="checkbox"/> Partnership
<input type="checkbox"/> Limited Liability Partnership	<input type="checkbox"/> Unincorporated Association	<input type="checkbox"/> Other: _____	
2. Legal Name of Applicant: JESSICA NICOLE PELLETIER			
3. Trade Name of Applicant:			
4. Applicant's Business Address: 97 Fox Hill Drive			
5. City: Rocky Hill		6. State: CT	7. Zip Code: 06067
8. Daytime Telephone Number:		9. E-mail Address:	
10. Applicant's Mailing Address (if different than business address):			11. City:
12. State:	13. Zip Code:	14. Daytime Telephone Number:	15. Fax Number:
Section B: Contact Information			
All communications from the department regarding this application will be sent to your primary contact and alternate contact, if one is designated. We will assume that you receive all communications sent to your designated contact(s) and it will be your responsibility to notify us if any of their contact information changes.			
16. Name of Primary Contact: Jessica Pelletier		17. Primary Contact Title: Owner, CEO, Chairman of the Board	
18. Primary Contact E-mail Address: jessicapelletier@gmail.com		19. Primary Contact Telephone Number: (860) 721-8222	
20. OPTIONAL - Name of Alternate Contact:		21. Alternate Contact Title:	
22. Alternate Contact E-mail Address:		23. Alternate Contact Telephone Number:	
Section C: Formation/Incorporation Information			
24. Date of Formation/Incorporation: 11/14/2013		25. Place of Formation/Incorporation: Hartford, CT	
26. Registered with the Connecticut Secretary of State: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		27. Sale and Use Tax Permit Number: Provide a copy of your Sale and Use Tax permit with your application.	



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## Section D: Proposed Dispensary Facility Information

28. Proposed Dispensary Facility Address: 125 Silas Deane Highway		29. City: Wethersfield	
30. State: CT	31. Zip Code: 06109	32. Telephone Number: N/A	33. Fax Number: N/A
34. Own or Lease Property: <input type="checkbox"/> Own <input checked="" type="checkbox"/> Lease Provide a copy of the lease, deed or other documents evidencing the right to occupy if you are awarded a license.		35. Name of Property Owner: New England Retail Properties	

## Section E: Business Association Information

36. Are you associated with any other dispensary facility license applicant or producer license applicant: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, provide the name of all applicants with whom you are associated. Attach additional pages if necessary.	
37. Applicant Name:	38. Applicant Type: <input type="checkbox"/> Dispensary Facility <input type="checkbox"/> Producer
39. Applicant Name:	40. Applicant Type: <input type="checkbox"/> Dispensary Facility <input type="checkbox"/> Producer

## Section F: Proposed Dispensary Department Hours

41. State the proposed dispensary department hours of operation for each day. The dispensary department is where marijuana will be sold.

Monday	8 _____ to 8:30 _____	Friday	8 _____ to 8:30 _____
Tuesday	8 _____ to 8:30 _____	Saturday	8 _____ to 8:30 _____
Wednesday	8 _____ to 8:30 _____	Sunday	8 _____ to 8:30 _____
Thursday	8 _____ to 8:30 _____		

## Section G: Proposed Dispensary Facility Hours

42. State the proposed dispensary facility hours of operation for each day. The dispensary facility includes areas where non-marijuana products and services will be offered.

Monday	9 _____ to 8 _____	Friday	9 _____ to 8 _____
Tuesday	9 _____ to 8 _____	Saturday	9 _____ to 8 _____
Wednesday	9 _____ to 8 _____	Sunday	9 _____ to 8 _____
Thursday	9 _____ to 8 _____		



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## Section E: Other Business Names & Addresses

List all names under which the applicant has done business or has held itself out to the public as doing business. Do not limit your response to business operations in Connecticut. Attach additional pages if necessary.

43. Name:	44. Time Period:
N/A	

List all addresses, other than those listed in response to Section A, that the applicant owns, has owned or from which it has conducted business during the previous five years and give the approximate time periods during which such locations were owned or utilized. Attach additional pages if necessary.

45. Address:	46. Time Period:
N/A	

## Section I: Dispensary Facility Backers

Provide the following information for each dispensary facility backer. A dispensary facility backer is any person (including any legal entity) with a direct or indirect financial interest in the applicant, except it shall not include a person with an investment interest provided the interest held by such person and such person's co-workers, employees, spouse, parent or child, in the aggregate, does not exceed five per cent of the total ownership or interest rights in the applicant and such person will not participate directly or indirectly in the control, management or operation of the dispensary facility if a license is granted.

Create additional copies of this page if necessary.

Each backer identified in response to this section must complete and sign Appendix B.

47. Name:	48. Percentage of ownership
Jessica Nicole Pelletier	100%



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## Section J: Directors, Owners, Officers and Other High-Level Employees

Provide the following information for each individual, including each dispensary facility backer, who will:

- directly or indirectly have control over, or participate in the management or operation of, the dispensary facility; or
- who currently receives, or who reasonably can be expected to receive, within one calendar year, compensation from the applicant exceeding \$100,000.

Create additional copies of this page if necessary.

Each person identified in response to this section must complete and sign Appendix C.

49. Name (First, Middle, Last):	50. Title:	51. Role:
Jessica Nicole Pelletier	Owner, CEO	President, Chairman

## Section K: Financial Statement

Set forth all expenses greater than \$10,000 incurred in connection with the establishment of your business and the sources of the funds for each. Attach additional pages if necessary. The Department may require backup documentation.

52. Expense Item:	53. Cost:	54. Source of Funds:
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	

## Section L: Security System

Identify the company or companies that will provide security services for the dispensary facility if a license is awarded. If more than two companies will provide security services, complete this section for each such additional company.

55. Primary Security Company Name: Sanitrol Security Systems	
56. Primary Security Company Address (including Apartment or Suite #): 85 Inwood Road	57. City: Rocky Hill



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58. State: ct	59. Zip Code: 06067	60. Telephone Number:	61. Fax Number:
62. E-mail Address:			
63. Backup Security Company Name (if applicable):			
64. Backup Security Company Address (including Apartment or Suite #):			65. City:
66. State:	67. Zip Code:	68. Telephone Number:	69. Fax Number:
70. E-mail Address:			
71. Attach a detailed description of the security plan to be offered by the security company or companies. Be sure to include a discussion of each of the required elements set forth in Section 21a-408-62 of the Regulations of Connecticut State Agencies.			

## Section M: Legal Proceedings

72. Has the applicant ever had any petition filed by or against it, or otherwise sought relief under, any provision of the Federal Bankruptcy Act or under any State insolvency law in the last ten year period?  Yes  No

If the answer above is "yes", attach a statement providing the details of such proceeding or petition.

73. Has the applicant ever had a professional license, permit or registration in Connecticut, or any other State, suspended, revoked or otherwise subjected to disciplinary action?  Yes  No

If the answer above is "yes", attach a statement providing the date(s), the type of license, permit or registration at issue, and a description of the circumstances relating to each suspension, revocation or other disciplinary action.

74. Is the applicant a party to any legal proceedings where damages, fines or civil penalties may reasonably be expected to exceed \$500,000 above any insurance coverage available to cover the claim?  Yes  No

If the answer above is "yes", attach a statement describing the litigation, including the title and docket number of the litigation, the name and location of the court before which it is pending, the identify of all parties to the litigation, the general nature of the claims being made and the impact an unfavorable opinion may have on the applicant or the applicant's operations.

75. Has the applicant ever had any fines or other penalties over \$10,000 assessed by any regulatory agency?  Yes  No

If the answer above is "yes", attach a statement providing the details of such fines or penalties.

## Section N: Criminal Actions

76. Has the applicant ever been convicted of a crime or received a suspended sentence, deferred sentence, or forfeited bail for any offense in criminal or military court or are any such charges pending?  Yes  No

If the answer above is "yes", attach a statement providing the date(s) of conviction(s), name of individual(s) involved, the court(s) where the case(s) were decided, a description of the circumstances relating to each offense or for the pending charges and the outcome of the proceedings.

Company security requirements and safeguards are delineated below:

### **Facilities**

- Dispensary facility will have a comprehensive security, alarm, and video recording system to prevent and detect diversion, theft or loss of marijuana.
- we will consult with HVAC professionals with plans of utilizing a commercial electrostatic air cleaning and ventilation system.
- We will maintain all security system equipment and recordings in a secure location to prevent theft, loss, destruction or alterations.
- We will ensure that all security equipment is in good- working order and will test such equipment no less than three times per year.
- We will maintain the ability to remain operational during a power outage.
- All areas will have a clear sight path.
- All external facades and the perimeter of the facility will be well-lit.
- All security and safety components will adhere to local sitting requirements.
- All data storage and servers will be stored off-site in a secure server facility. These facilities are government-grade, and designed by the industry's leading data storage and security expert who has previously consulted for mega-data companies including KPMG, The United States Government, and Price-Waterhouse Coopers.
- Entryways and parts of exterior facades will be 3/4 inch steel reinforced with Kevlar and secured into 4' of cement. The front door to both entryway access and the sales floor will be framed with 1/3" 1.75"×4" C Channel steel. The front access room will be reinforced with bullet resistant fiberglass.
- Our security plan includes utilizing "buzz and entry" systems, i.e. fail-secure locks and electromagnetic locks that will not release even during power failure.
- Sales floor access to products will require keys and passwords to secure all products.



## Alarms

- Duress alarm, meaning a silent security alarm system signal generated by the entry of a designated code into an arming station in order to signal that the alarm user is being forced to turn off the system.
  
- The company's intrusion protection includes panic buttons or panic alarms. These can be strategically placed throughout the facility— at the register, in the manager's office, or in the walk-ins. The average response time if these buttons are pressed is 7 minutes. This component is required by the regulations set forth by the DCP, and is defined on pg. 68 as an audible security alarm system signal generated by the manual activation of a device intended to signal a life threatening, or emergency situation requiring a law enforcement response.
  
- Holdup alarm, or a silent alarm signal generated by the manual activation of a device intended to signal a robbery in progress.
  
- An automatic voice dialer, or any device capable of being programmed to send a prerecorded voice message, when activated, over a telephone line, radio or other communication system, to a law enforcement, public safety or emergency services agency requesting dispatch.
  
- Per adherence to DCP regulations, our facilities will require a back-up alarm system approved by the commissioner that shall detect unauthorized entry during times when no employees are present at the facility. This back up system will be provided by a company supplying commercial grade equipment, but may not be the same company supplying our primary security system.
  
- A failure notification system that is capable of providing an audible, text or visual notification of any failure in the security or surveillance system. This failure notification system will provide an alert to our facility and managers within five minutes of the failure, either by telephone, email, or text message.
  
- Temperature monitoring devices, along with its smoke, heat and fire detectors.
  
- Sound based and motion based alarms that enable security personnel to hear a break-in in progress and report live details to the responding police.

## **Comprehensive Video Surveillance Specs**

- We will maintain a perimeter alarm, motion detector; and video cameras in all areas that may contain marijuana and at all points of entry and exit, which shall be appropriate for the normal lighting conditions of the area under surveillance.
- At all times, we will maintain the ability to immediately produce a clear color still photo that is a minimum of 9600 dpi from any camera image (live or recorded).
- There will be a date and time stamp embedded on all recordings. The date and time will be synchronized and set correctly so it will not significantly obscure the picture.
- All video recording will allow for the exporting of still images in an industry standard image format, including .jpg, .bmp, and .gif. Exported video will maintain the ability to be archived in a proprietary format that ensures authentication of the video, and guarantees that no alteration of the recorded image has taken place. Exported video will also maintain the ability to be saved in an industry standard file format that can be played on a standard computer operating system. We will erase all recordings prior to disposal or sale of the facility.
- Our facility will limit access to surveillance areas to persons that are essential to surveillance operations, law enforcement agencies, security system service employees, the commissioner or the commissioner's authorized representative, and others when approved by the commissioner.
- We will make available a current list of authorized employees and service employees that have access to the surveillance room to the commissioner or the commissioner's authorized representative upon request.
- Our dispensary facility will keep all on-site surveillance rooms locked and will not use such rooms for any other function.
- Monitoring of movement indoors and outdoors with CCTV. This deters internal theft, damage or destruction of property, and discourages vandalism.
- All facilities will have comprehensive alarm systems. Video surveillance will include over 40 infrared security cameras directed at all approved safes, approved vaults, dispensing areas, marijuana sales areas and any other area where marijuana is being produced, harvested, manufactured, stored or handled.
- At entry and exit points, we will angle cameras to enable the capture of clear and certain identification of any person entering or exiting the facility.

- There will be twenty-four hour recordings from all video cameras, which we will make available for immediate viewing by the commissioner or the commissioner's authorized representative upon request and will retain for at least thirty days.

### **Safes and Storage**

- Our facility will not maintain marijuana in excess of the quantity required for normal, efficient operation.
- We will maintain all marijuana in a secure area or location accessible only to specifically authorized employees, including only the minimum number of employees essential for efficient operation.
- We will keep all approved safes and approved vaults securely locked and protected from entry, except for the actual time required to remove or replace marijuana.
- We will store all marijuana in an approved safe or approved vault and in such a manner as to prevent diversion, theft or loss.
- Any marijuana not stored in compliance with sections 21a-408-1 to 21a-408-70, inclusive, of the Regulations of Connecticut State Agencies, or stored at a location other than that for which the dispensary facility license was issued, shall be subject to embargo or seizure by the department in accordance with section 21a-96 of the Connecticut General Statutes.
- We will keep all locks and security equipment in good working order.
- We will ensure the dispensary department securely locked and protected from entry by unauthorized employees through the implementation of limited access areas. If diversion, theft or loss of marijuana has occurred from a dispensary facility, the commissioner shall determine the appropriate storage and security requirements for all marijuana in such dispensary facility, and may require additional safeguards to ensure the security of the marijuana.
- Storage, safes, and vaults will be kept in secure rooms that will be reinforced and fireproof to ensure inventory and safe keeping of funds. Only 2 personnel will have access to these rooms through biometric security measures.

## Controls to Prevent Diversion, Theft, or Loss of Marijuana

### Security Culture

Safety for patients and the community is a key priority for our dispensary and management team. Legitimate and well-functioning dispensaries adopt a *security culture* to ensure safety and complete security. Security culture refers to a set of practices and strategies that work together to maintain community and facility standards. The security culture of our facility will involve the following elements:

- Employing professional, trained security personnel
- Staying alert to detect problems before they occur
- Educating patients to be sure they know the rules
- Implementing policies to prevent diversion
- Restricting access to the facility to authorized persons
- Using appropriate security technology and equipment to monitor and secure the facility
- Maintaining communication with local law enforcement
- Training staff to prevent and respond to emergencies
- Educating staff and members as to their rights and responsibilities under the law.

Individually, these elements help make a dispensary safer. When coupled together, they provide a comprehensive safety strategy that makes a legitimate dispensary one of the best and most secure neighbors in any given community. Dispensaries carry out important work in a discrete and professional manner. Our stringent security measures and careful membership screening serves to protect our facility and the wider community from undesirable elements in general.

In order for us as a dispensary to be pro-active and ensure patient safety, it is imperative that we self-regulate the medicinal products that are being dispensed

to patients. Cannabis products intended for medical use must meet certain packaging, labeling, and sanitary requirements to guarantee safe consumption by our patients.

### **Limited Access Areas**

Limited access areas will be identified by clear signage (at least 12x12 sign). Within the facility, there will be a diagram of the premises that displays Limited Access Areas, including walls, counters, storage areas, dispensing areas, and all entryways and exits. All employees and staff must wear identification badges at all times while working within the facility. If there are outside visitors, an identification badge must be obtained, and a registered dispensary agent must escort the visitor during their entire duration visiting the premise.

- Many areas will be limited access areas that require key card and biometric hand recognition to gain entry. Executive offices, storage, security, and vaults will all have multiple access requirements. These will all be secure areas that not only have strict access requirements, but all areas will be locked when not in use.
- A clear sign will delineate these areas, an example is as follows:

### **LIMITED ACCESS AREA**

**The following access requirements apply to all persons entering this facility:**

Ø All employees, contractors and visitors are required to wear identification badges while inside this facility.

Ø All visitors, as well as all contractors and employees without their identification badge, must sign in at the appropriate security guard post in order to be issued a temporary identification badge.

Ø Anyone failing to comply with the above access control provisions is in violation of government regulations and may be subject to arrest and prosecution for trespass: **In addition, the following applies to any person entering, exiting or otherwise located within the confines of this property:**

Ø All vehicles and hand carried items of persons entering or exiting this property are subject to random inspections.

ØThe carrying of firearms, other deadly or dangerous weapons or explosives is prohibited.

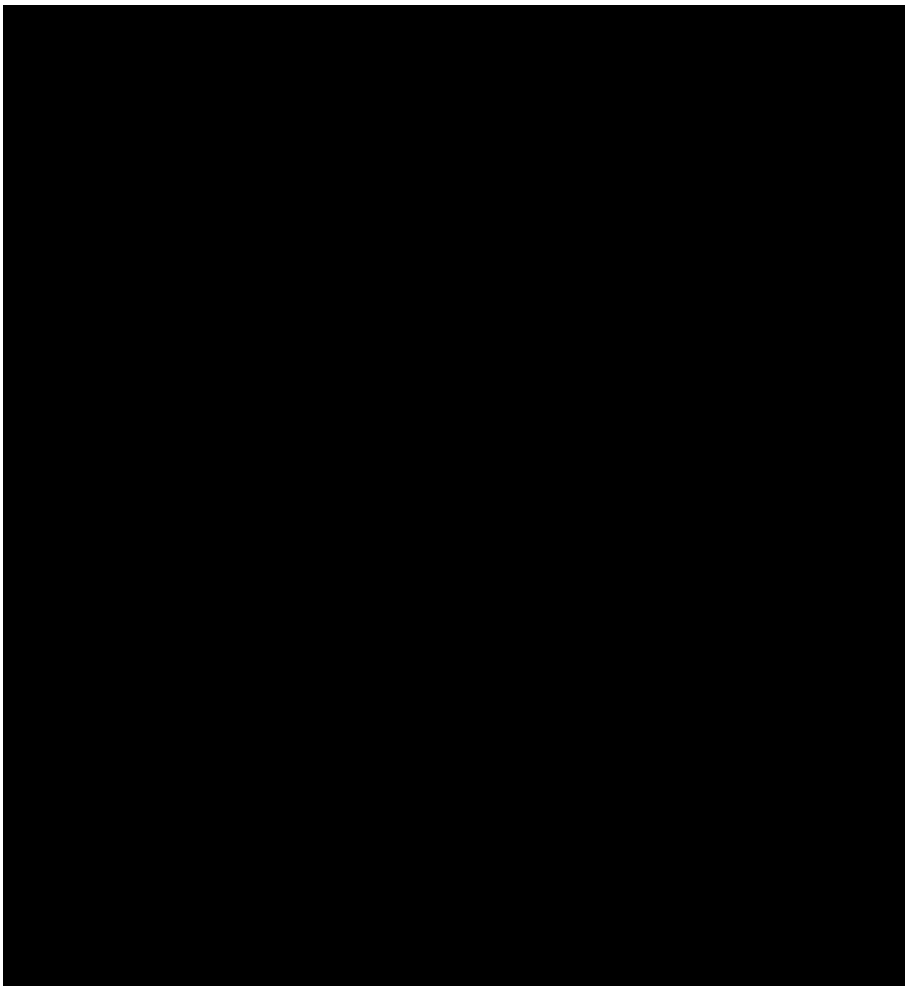
ØEntry into this facility while under the influence of alcoholic beverages is also prohibited, as is the unauthorized use or abuse of controlled substances.

### **Controlled Access Areas**

Controlled access area is an area where access is physically limited to authorized personnel. The enclosed area is controlled by electronic badge readers and finger print analyzers so that only authorized personnel can access the room. There will be separate rooms for packaging, the safe, and break area that will all have different access keys so that only authorized employees can enter certain areas. Cameras will be set up throughout the store as well as around the perimeter of the store so that every area is recorded and stored. The cameras will be monitored by one of the security guards at all times during hours of store operation.

Entrance into the building will be guarded by security members behind a bulletproof glass window. The patient will then slide their card into a metal bin where the guard will receive it and analyze to see if it is authentic. Once verified the guard will push a release button for the reinforced door to the dispensary, only one patient will be able to enter at a time. Our controlled access areas will be modeled off of current controlled access systems, and is comparable to the model that Correctional Facilities employ within their high-security buildings. All limited and controlled access areas will be developed and managed by our security manager and security coordinators.

- The controlled access area will be controlled by “buzz and entry” systems. These systems utilize fail-secure locks and electromagnetic locks that will not release even during power failure.



## **Transportation**

### **Transportation**

Only qualified and registered dispensary agents will transport cannabis on behalf of our dispensary. This job will be reserved to at most 2 people in order to reduce liability. Our process and policies for transporting medicinal cannabis are as follows:

- Transportation of products will be by armored and secured vehicles. Drivers will be licensed by the state of Connecticut to carry an unconcealed weapon. We are in the process of securing this position to a retired law-enforcement official.

- Upon transporting of cannabis from one facility to another, the dispensary must weigh, inventory, and account for the cannabis on video before transport; and then reweigh, inventory, and account on video upon arrival.
- Any discrepancies must be documented and reported to the Department and law enforcement within 24 hours.
- Any accidents or issues must be reported to the Department and appropriate law enforcement within 24 hours.
- All transports must be documented with a shipping manifest, with copies being preserved at the origination and destination facilities, as well as during transport.
- Medicinal cannabis must be transported in a locked, secured, storage compartment that is a part of the vehicle, and may not be visible or within view from the outside of the vehicle.
- The vehicle absolutely cannot bear markings that would signal it was transporting cannabis.
- No stops will be made in transporting cannabis.
- If an emergency stop shall be made, a detailed record must be kept delineating the reason, the length of the stop, and activities.
- All delivery times and routes should be at random to reduce theft.
- All deliveries require 2 dispensary agents in the vehicle.
- Each agent must maintain a secure form of communication with personnel at both sites.
- Vehicle must have a GPS monitoring device monitored by the dispensary.



**Diagram:**

Below is an example of a multi-tenant office building. Company **A** is on the left and company **B** is on the right. They share the same hallway, elevators, and restroom facilities in a 5 story building.

Instructions:



## Integrated protection against multiple threats

Whether you run a small shop or a booming operation, your business is vulnerable on a variety of fronts. Burglars looking for cash or computer equipment aren't the only threat. Employee theft is a growing issue, and it costs American businesses billions of dollars each year. In the United States alone, more than 5,000 cases of workplace violence are reported every day\*.

Growing businesses and companies with fewer than 100 employees are the most vulnerable to these types of losses, which can be catastrophic to the bottom line. Sonitrol offers an integrated, modular suite of sophisticated security solutions that can help protect your business and your people. Plus, our state-of-the-art technology—including verified audio intrusion detection and verified video surveillance—is backed by a team of highly trained professionals at a Sonitrol Central Station.



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### Section O: Criminal Background Check

I understand that the department may review criminal background records for purposes of evaluating the applicant's suitability to participate in the medical marijuana program. As the duly authorized representative of the applicant, I hereby authorize the release of any and all information of a confidential or privileged nature to the department and its agents.

77. Signature:



78. Date Signed:

11/14/2013

### I hereby certify that the above information is correct and complete.

I fully understand that if I knowingly make a statement that is untrue and which is intended to mislead the Department of Consumer Protection or any person designated by the Department in the performance of their official function, I will be in violation of Section 53a-157b of the Connecticut General Statutes. As the duly authorized representative of the applicant, I hereby make the above certifications on behalf of the applicant.

79. Signature:



80. Date Signed:

11/14/2013



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## Appendix B

### Dispensary Facility Backer Information Form

This form must be completed by each person or entity identified as a dispensary facility backer in Appendix A, section I.

#### Section A: Backer Information

1. Backer business type:

<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sole Proprietorship	Corporation	Limited Liability Co.	Partnership	Limited Liability Partnership	Unincorporated Association	Other:

2. Legal Name of Backer:  
JESSICA NICOLE PELLETIER

3. Trade Name of Backer (if applicable):

4. Street Address (including Apartment or Suite #):

97 FOX HILL DRIVE

5. City:  
ROCKY HILL

6. State: CT 7. Zip Code: 06067

8. Daytime Telephone Number:  
(860) 721-8222

9. Fax Number:

10. E-mail Address:  
jessicapelletie@gmail.com

#### Section B: Backer Members

If you selected anything other than "Sole Proprietorship" in response to Section A, identify the members of your organization. A member is any person with a direct or indirect ownership interest greater than 5%. Attach additional pages if necessary.

Each member of a backer identified in response to this section must complete either:

- Appendix C if they are also a director, owner, officer or other high-level employee of the applicant; or
- Appendix E in all other instances.

11. Name (First, Middle, Last): JESSICA NICOLE PELLETIER	12. Percentage of ownership 100%



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## Section C: Licenses, Permits and Registrations

Provide information regarding all state licenses, permits or registrations ever held, current or expired, by you. Attach additional pages if necessary.

13. State	14. Issue Date (month/year): Expiration Date (month/year):	15. Type:	16. Number:
17. State	18. Issue Date (month/year): Expiration Date (month/year):	19. Type:	20. Number:

## Section D: Legal Proceedings

21. Have you, or has any entity over which you exercised management or control, had any petition filed by or against you, or otherwise sought relief under, any provision of the Federal Bankruptcy Act or under any State insolvency law in the last ten year period?

Yes  No

If the answer above is "yes", attach a statement providing the details of such proceeding or petition.

22. Have you, or has any entity over which you exercised management or control, ever had a professional license, permit or registration in Connecticut, or any other State, suspended, revoked or otherwise subjected to disciplinary action?

Yes  No

If the answer above is "yes", attach a statement providing the date(s), the type of license, permit or registration at issue, and a description of the circumstances relating to each suspension, revocation or other disciplinary action.

23. Are you a party to any legal proceedings where damages, fines or civil penalties may reasonably be expected to exceed \$500,000 above any insurance coverage available to cover the claim?

Yes  No

If the answer above is "yes", attach a statement describing the litigation, including the title and docket number of the litigation, the name and location of the court before which it is pending, the identify of all parties to the litigation, the general nature of the claims being made and the impact an unfavorable opinion may have on your ability to serve as a backer for the applicant.

24. Have you, or has any entity over which you exercised management or control, ever had any fines or other penalties over \$10,000 assessed by any regulatory agency?

Yes  No

If the answer above is "yes", attach a statement providing the details of such fines or penalties.

## Section E: Criminal Actions

25. Have you ever been convicted of a crime or received a suspended sentence, deferred sentence, or forfeited bail for any offense in criminal or military court or do you have any charges pending?  Yes  No

If the answer above is "yes", attach a statement providing the date(s) of conviction(s), name of individual(s) involved, the court(s) where the case(s) were decided, a description of the circumstances relating to each offense or for the pending charges and the outcome of the proceedings.



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### Section F: Criminal Background Check

I understand that the department may review criminal background records for purposes of evaluating my suitability to participate in the medical marijuana program. As the backer, or duly authorized representative of the backer, I hereby authorize the release of any and all information of a confidential or privileged nature to the department and its agents.

26. Signature:



27. Date Signed:

11/14/2013

### I hereby certify that the above information is correct and complete.

I fully understand that if I knowingly make a statement that is untrue and which is intended to mislead the Department of Consumer Protection or any person designated by the Department in the performance of their official function, I will be in violation of Section 53a-157b of the Connecticut General Statutes.

28. Signature:



29. Date Signed:

11/14/2013



# Medical Marijuana Program

165 Capitol Avenue, Room 145, Hartford, CT 06106-1630 • (860) 713-6066  
E-mail: [dcp.mmp@ct.gov](mailto:dcp.mmp@ct.gov) • Website: [www.ct.gov/dcp/mmp](http://www.ct.gov/dcp/mmp)



## Appendix C Directors, Owners, Officers or Other High-Level Employees Background Information Form

To be completed by all persons identified in your response to Appendix A, section J.

Section A: Personal Information			
1. Name (First, Middle, Last): Jessica Nicole Pelletier			
2. Street Address (including Apartment or Suite #): 97 Fox Hill Drive			
3. City: Rocky Hill		4. State: CT	5. Zip Code: 06067
6. Title: CEO		7. Telephone Number: (860) 721-8222	8. E-mail Address: jessicapelletier@gmail.com
9. Date of Birth: [REDACTED]		10. Social Security Number: [REDACTED]	11. Gender: <input type="checkbox"/> Male <input checked="" type="checkbox"/> Female
Section B: Employment Information			
12. Current or Most Recent Employer: 13. Compass Point Property Management/ Nu-Communications		Date of Employment: Start Date: 2007 End Date: .Current	
14. Employer Address (including Apartment or Suite #): 1111 Cromwell Avenue			
15. City: Rocky Hill		16. State: CT	17. Zip Code: 06067
18. Telephone Number: (860) 721-8222		19. Fax Number: (860) 721-1298	20. E-mail Address: gary.pelletier@nucommunications.net
Section C: Pharmacy Business Experience			
21. Do you have any experience controlling, managing, operating or working for a pharmacy? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
22. Are you currently associated with a pharmacy in any state? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
23. If you answered "yes" to question 21 or 22, attach a statement setting forth, for each pharmacy with which you have been associated, the following information: <ul style="list-style-type: none"> <li>• The pharmacy name;</li> <li>• The pharmacy's location;</li> <li>• All titles and responsibilities held by you at the pharmacy, including the time frame for each;</li> <li>• The dates of your association with the pharmacy;</li> <li>• Whether you currently have a role at the pharmacy and, if not, when your involvement terminated and why; and</li> <li>• Whether the pharmacy was ever alleged to have violated the laws or regulations of the state in which it operates during the time period when you were associated with the pharmacy and, if so, how those allegations were resolved.</li> </ul>			



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### Section D: Marijuana Business Experience

24. Other than the applicant, do you have any experience controlling, managing, operating or working for a marijuana business?

Yes  No

25. Other than the applicant, are you currently associated with a marijuana business in any state or country?

Yes  No

26. If you answered "yes" to question 24 or 25, attach a statement setting forth the following information for each marijuana business with which you have been associated:

- The business name;
- The business location;
- All titles and responsibilities held by you at the business, including the time frame for each;
- The dates of your association with the business;
- Whether you currently have a role at the business and, if not, when your involvement terminated and why; and
- Whether the business was ever alleged to have violated the laws or regulations of the state or country in which it operates during the time period when you were associated with the business and, if so, the nature and resolution of those allegations.

### Section E: Other Relevant Business Experience

27. Do you have any experience controlling, managing, operating or working for any other business that you believe may be relevant to the department's evaluation of the applicant with whom you are associated?

Yes  No

28. If you answered "yes" to question 27, attach a statement setting forth the following information for each such business with which you have been associated:

- The business name;
- Products or services offered;
- The business location;
- All titles and responsibilities held by you at the business, including the time frame for each;
- The dates of your association with the business;
- Whether you currently have a role at the business and, if not, when your involvement terminated and why;
- Whether the business was ever alleged to have violated the laws or regulations of the state or country in which it operates during the time period when you were associated with the business and, if so, the nature and resolution of those allegations; and
- How this experience is relevant to the department's evaluation of the RFA response of the applicant with whom you are associated.

### Section F: Licenses, Permits and Registrations

Provide information regarding all state licenses, permits or registrations ever held, current or expired, by you. Attach additional pages if necessary.

29. State	30. Issue Date (month/year): Expiration Date (month/year):	31. Type:	32. Number:
33. State	34. Issue Date (month/year): Expiration Date (month/year):	35. Type:	36. Number:



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### Section G: Legal Proceedings

37. Have you, or has any entity over which you exercised management or control, had any petition filed by or against you, or otherwise sought relief under, any provision of the Federal Bankruptcy Act or under any State insolvency law in the last ten year period?

Yes  No

If the answer above is "yes", attach a statement providing the details of such proceeding or petition.

38. Have you, or has any entity over which you exercised management or control, ever had a professional license, permit or registration in Connecticut, or any other State, suspended, revoked or otherwise subjected to disciplinary action?

Yes  No

If the answer above is "yes", attach a statement providing the date(s), the type of license, permit or registration at issue, and a description of the circumstances relating to each suspension, revocation or other disciplinary action.

39. Are you a party to any legal proceedings where damages, fines or civil penalties may reasonably be expected to exceed \$500,000 above any insurance coverage available to cover the claim?

Yes  No

If the answer above is "yes", attach a statement describing the litigation, including the title and docket number of the litigation, the name and location of the court before which it is pending, the identify of all parties to the litigation, the general nature of the claims being made and the impact an unfavorable opinion may have on the applicant or the applicant's operations.

40. Have you, or has any entity over which you exercised management or control, ever had any fines or other penalties over \$10,000 assessed by any regulatory agency?

Yes  No

If the answer above is "yes", attach a statement providing the details of such fines or penalties.

### Section H: Criminal Actions

41. Have you ever been convicted of a crime or received a suspended sentence, deferred sentence, or forfeited bail for any offense in criminal or military court or do you have any charges pending?  Yes  No

If the answer above is "yes", attach a statement providing the date(s) of conviction(s), name of individual(s) involved, the court(s) where the case(s) were decided, a description of the circumstances relating to each offense or for the pending charges and the outcome of the proceedings.

### Section I: Criminal Background Check

I understand that the department may review criminal background records for purposes of evaluating my suitability to participate in the medical marijuana program. I hereby authorize the release of any and all information of a confidential or privileged nature to the department and its agents.

42. Signature:



43. Date Signed:

11/14/2013





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**I hereby certify that the above information is correct and complete.**

I fully understand that if I knowingly make a statement that is untrue and which is intended to mislead the Department of Consumer Protection or any person designated by the Department in the performance of their official function, I will be in violation of Section 53a-157b of the Connecticut General Statutes.

44. Signature:



45. Date Signed:

11/14/2013



# Medical Marijuana Program

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## Appendix D

### Dispensary Facility Manager Information Form

This form must be completed and signed by the person who will serve as the dispensary facility manager if the applicant is awarded a dispensary facility license.

Section A: Dispensary Facility Manager Information			
1. Name (First, Middle, Last): Kevin M. Awugah			
2. Home Address (including Apartment or Suite #): 18 Bauer Road			3. City: East Hampton
4. State: CT	5. Zip Code: 06424	6. Date of Birth:	7. Telephone Number: (207)450-6418
8. Social Security Number:			9. Gender: <input checked="" type="checkbox"/> Male <input type="checkbox"/> Female
10. E-mail Address: Kevin.Awugah@gmail.com		11. Connecticut Pharmacist License Number: PCT0011402	
Section B: Employment Information			
12. Current or Most Recent Employer: 13. The Connecticut Hospice		Date of Employment: Start Date: July 2009 End Date: Current	
14. Employer Address (including Apartment or Suite #): 100 Double Beach Road			
15. City: Branford		16. State: CT	17. Zip Code:
18. Daytime Telephone Number: (203) 315- 7575	19. Fax Number: (203) 315- 7575	20. E-mail Address:	
Section C: Pharmacy Business Experience			
21. Do you have any experience controlling, managing, operating or working for a pharmacy? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
22. Are you currently associated with a pharmacy in any state? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
23. If you answered "yes" to question 21 or 22, attach a statement setting forth, for each pharmacy with which you have been associated, the following information: <ul style="list-style-type: none"> <li>• The pharmacy name;</li> <li>• The pharmacy's location;</li> <li>• All titles and responsibilities held by you at the pharmacy, including the time frame for each;</li> <li>• The dates of your association with the pharmacy;</li> <li>• Whether you currently have a role at the pharmacy and, if not, when your involvement terminated and why; and</li> <li>• Whether the pharmacy was ever alleged to have violated the laws or regulations of the state in which it operates during the time period when you were associated with the pharmacy and, if so, the nature and resolution of those allegations.</li> </ul>			

**Kevin M. Awugah**

18 Bauer Rd  
East Hampton, CT 06424  
Phone: (207) 450-6418  
Kevin.Awugah@gmail.com

**Objective**

Seeking a rewarding position as a community pharmacist providing alternative therapies to patients seeking holistic treatments

**Education**

Doctor of Pharmacy, May, 2009  
University of Connecticut, School of Pharmacy  
Bachelor of Science, May, 2007  
University of Connecticut

**Professional Experience*****Community Pharmacy:***

July, 2009-April 2010: Pharmacist, CVS Pharmacy, Rockville/Vernon/Windsor, Connecticut  
Perform prescription verifications duties on computerized prescription processing software verifying volumes over 500 prescriptions daily as a single pharmacist  
Discuss treatment, disease state, and prescription and over the counter medication related questions with both patients and other medical professionals  
Oversee technician responsibilities and pharmacy station workflow  
Communicate with various insurance companies to confirm accurate prescription claim adjudication  
April 2010-Present: Pharmacist, Target Pharmacy, North Haven Connecticut  
As above  
Manage pharmacy inventory to reduce waste and maximize potential profit and conduct monthly narcotic inventory to prevent loss and diversion  
Administer parenteral vaccinations including influenza, shingles, and pneumonia  
Conduct analysis of sales and pharmacy metrics to assess business standings  
Utilize the Connecticut Prescription Monitoring Program to prevent poly-pharmacy and distribution of controlled medications to people with fraudulent prescriptions  
Act as a co-preceptor for University of Connecticut Pharmacy students

***Hospital Pharmacy:***

July, 2009-Present: Pharmacist, The Connecticut Hospice, Branford, Connecticut  
Attend in-patient and out-patient rounds daily with an interdisciplinary team of

physicians, nurses and social workers to suggest optimal treatment regimens for hospice patients

Manually review medication orders and charts for appropriateness and accuracy, and perform interventions for drug interactions, contraindications, adverse effects and allergies

Specialize in palliative and compassionate care and relief of symptoms associated with terminal illness including:

- Pain - somatic, neuropathic, bone, etc

- Nausea and vomiting - chemotherapy induced, disease related, anticipatory, anorexia and cachexia

- Central Nervous System Symptoms - anxiety, agitation, confusion and depression, terminal restlessness, insomnia

- Respiratory Distress

- Constipation - opiate induced, disease related

Develop treatment protocols for the pharmacy and therapeutics committee to implement into daily practice

Perform medication reconciliation and determine appropriate treatment plans for newly admitted patients

Create medication planners and prepared prescriptions for patients who are discharged

Prepare patient specific compounded sterile medications for parenteral, topical or oral administration

Perform medication refills for in-patient dispensing units and help to maintain controlled and non-controlled medication inventory for dispensing

Pre-pack and repack medications from stock multiple dose bottles to single unit-dose containers

Act as a co-preceptor for University of Connecticut experiential pharmacy interns with the goal of familiarizing each student with palliative care standards

Assisted in the development and implementation of an electronic medical record

Provide educational programs for nurses, pharmacists and physicians on pertinent palliative care related issues

Designed a simplistic inter-opioid conversion method for accurate opiate conversion



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### Section D: Criminal Actions

24. Have you ever been convicted of a crime or received a suspended sentence, deferred sentence, or forfeited bail for any offense in criminal or military court or do you have any charges pending?  Yes  No

If the answer above is "yes", attach a statement providing the date(s) of conviction(s), name of individual(s) involved, the court(s) where the case(s) were decided, a description of the circumstances relating to each offense or for the pending charges and the outcome of the proceedings.

### Section E: Criminal Background Check

I understand that the department may review criminal background records for purposes of evaluating my suitability to participate in the medical marijuana program. I hereby authorize the release of any and all information of a confidential or privileged nature to the department and its agents.

25. Signature:



26. Date Signed:

11/14/2013

### I hereby certify that the above information is correct and complete.

I fully understand that if I knowingly make a statement that is untrue and which is intended to mislead the Department of Consumer Protection or any person designated by the Department in the performance of their official function, I will be in violation of Section 53a-157b of the Connecticut General Statutes.

27. Signature:



28. Date Signed:

11/14/2013



# Medical Marijuana Program

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## Appendix E Backer Members

### Authorization for Release of Personal History Form

This form must be completed and signed by any member of a Backer that is not required to complete Appendix C.

<b>Section A: Member Information</b>			
1. Name (First, Middle, Last): JESSICA NICOLE PELLETIER			
2. Street Address (including Apartment or Suite #): 97 FOX HILL DRIVE			
3. City: Rocky Hill		4. State: CT	5. Zip Code: 06087
6. Daytime Phone Number: (860) 721-8222	7. Fax Number:	8. E-mail Address: jessicapelletie@gmail.com	
<b>Section B: Criminal Actions</b>			
9. Have you ever been convicted of a crime or received a suspended sentence, deferred sentence, or forfeited bail for any offense in criminal or military court or do you have any charges pending? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If the answer above is "yes", attach a statement providing the date(s) of conviction(s), name of individual(s) involved, the court(s) where the case(s) were decided, a description of the circumstances relating to each offense or for the pending charges and the outcome of the proceedings.			
<b>Section C: Criminal Background Check</b>			
I understand that the department may review criminal background records for purposes of evaluating my suitability to participate in the medical marijuana program. I hereby authorize the release of any and all information of a confidential or privileged nature to the department and its agents.			
10. Signature: ▶		11. Date Signed: 11/14/2013	
<b>I hereby certify that the above information is correct and complete.</b>			
I fully understand that if I knowingly make a statement that is untrue and which is intended to mislead the Department of Consumer Protection or any person designated by the Department in the performance of their official function, I will be in violation of Section 53a-157b of the Connecticut General Statutes.			
12. Signature: ▶		13. Date Signed: 11/14/2013	

# BIORELIEF PHARMACEUTICALS

JESSICA PELLETIER

## Professional Qualifications and Experiences

My qualifications, experience, and industry knowledge relevant to the development and operation of a dispensary facility can be drawn from a variety of educational, professional, and personal experiences. In terms of educational background and professional achievement, I have a well-rounded rapport that extends into a variety of different arenas of the business world. I maintain an extensive educational background in Politics and Governance, Economics, and International Studies. In school I focused primarily on a variety of fields of economics and governance, and wrote my thesis on Good Governance, Corruption, and Policy Transparency. Due to an early beginning into the world of Business, I have a well-developed background in economics and financial management, and have employed a variety of different components from my educational life into my professional achievements.

In terms of running a business, I have an extensive background in accounts and business management through my experiences with Nu-Communications and Compass Property Management. I currently provide office support and overall business management roles to both companies. I am experienced in accounting, management of a variety of financial accounts, bookkeeping, maintaining meticulous client and transaction records, accounting support, market and industry research, and security development.

I have been able to shadow and provide research assistance to a variety of company projects with KPMG, Pricewaterhouse- Coopers, and IT security development for the federal government. I have learned a substantial amount in regards to IT, business, "fallout plans", and data security. I have been mentored by individuals with top National Security Agency clearance, and have aided in research security and IT development projects.

In addition to aiding in the development of our family business, I have also done some consultant work for developing local businesses. I have acted as a general consultant to the development and growth of Recycle Kings, and helped establish S&S Variety Store. Tasks included financial management, zoning, legal communications, community outreach, and marketing and brand development. I have spent a few years on marketing expansion for a variety of businesses,

which will without a doubt aid me in navigating through the marketing and brand development process in the early months of opening our dispensary facility.

In addition to business experience, I have also acted as a personal assistant and office intern at a leading Attorney's office. I have participated in major cases, shadowed a variety of court officials during trials, and was able to get a behind the scenes look at the criminal justice and legal system. This experience enabled me to grasp a firm understanding of the varying components of governance and the major functions that law and prosecuting officials and agencies partake in.

### **Industry Qualifications and Experience**

As a Connecticut resident, our regulations have just been passed, making this the first time a dispensary opportunity has ever been offered in the State of Connecticut. Throughout the application process, our company has worked closely with leading medicinal cannabis industry organizations such as the Union of Food and Commercial Workers (UFCW) and Americans for Safe Access (ASA). I have undergone extensive industry coursework, and have successfully completed the Cannabis Knowledge Forum in Cambridge, Massachusetts. I frequently attend union and industry meetings and conferences on cannabis industry best practices, creating working facility plans and procedures, and long-term company development strategies. As a previous oncology patient, I have an extensive knowledge of the medicinal effects of cannabis on pain and disease management.

### **Personal Qualifications and Experience**

Unlike many other applicants and business owners, my experience and relationship to the medical cannabis and wellness industry extends far beyond the realm of purely business and capital ventures. Up until August of 2013, I had survived 7 major emergency surgeries to cure my body of a number of different rare and debilitating diseases. Among these diseases was a Tumoral form of Pseudoangiomatous Stromal Hyperplasia (PASH). PASH is a rare and Cancerous condition that has only been found in 150 cases within the United States. At the age of 22, I had four tumors in my breast and two tumors in my stomach--all within the span of six months. Life as I knew it up to that point completely changed for me. Not knowing if I was either going to die, or be completely deformed was the worst feeling in the world, and it left me utterly terrified. Not only that, but the physical and emotional pain became such a fixed facet within my life that it was increasingly hard to function on a professional and educational level.

Because of these experiences, I have developed a very intricate relationship with pain. From a personal standpoint, my experience with debilitating illnesses and the subsequent physical and emotional pain that ensues will certainly aid me as a dispensary and business owner to better connect with my patients on a medical



and individual level. Although my recovery has been miraculous and I am not currently sick, at one point I understood exactly what each of my future patients would be going through on a variety of different levels. Hartford County has an astronomically high Breast Cancer and Cancer rate. A majority of my patients will be suffering directly from, or from the treatment of these diseases. After having gone through the appropriate treatment regimens, surgeries, and care plans myself, I have a complete understanding and total knowledge of the specialized needs of these particular patients. I understand how strong you have to be, both in mind and body to not only battle these illnesses, but to overcome the physical and psychological ups and downs that comes along with the fight.

My business and educational experiences that began within my early adulthood, coupled with my experience and relationship with illness and disease has certainly shaped my professional prospects and priorities. The events and incredible series of miracles that I have experienced within my life has certainly shaped who I am today as an individual, as well as my representation of the industry. My qualifications to run a dispensary are multifaceted. My professional experiences enable me to maintain the qualifications necessary to run this business, while my personal experiences disease will aid me significantly in facility operation decisions, understanding the concerns of the patient, patient outreach and support, and specialized treatment plans. I know that without a doubt I will be able to adequately and effectively cater to my patient's specialized needs.



Resume proceeds on next page.

# JESSICA N. PELLETIER

---

97 Fox Hill Drive • Rocky Hill, CT 06067

[jessicapelletie@gmail.com](mailto:jessicapelletie@gmail.com)

## OBJECTIVE

Utilizing my skills within the fields of business management, domestic and international economics, as well as my extensive knowledge of politics and governance. I am extremely proficient within the fields of management, public relations, development, and the overall tasks of running a business.

## ACADEMIC HIGHLIGHTS

Honor roll student that is driven and highly motivated. My educational highlights include receiving a Dual Diploma in International Studies, and later a double major in Politics and Governance and Economics. In completing these programs, I had to maintain a rigorous academic schedule while specializing in an International Studies and comprehensive Governance programs, which I continue to this day. I speak French and Spanish well, while maintaining excellent speaking and translational skills in Spanish. I graduated from the University of Hartford with a double major in Politics and Government and Economics. Due to my previous business experience, as well as my strong familial ties to the business world, I am very competent in Accounting, Bookkeeping, Business, Public Relations, General and Financial Management. I maintain a high level of proficiency in Microsoft Word, Excel, PowerPoint, and Adobe Photoshop.

## EXPERIENCE

***Watkinson School***

***2011-2012***

**Hartford, CT**

Debra Cauchon, Head of Development Office

(860) 236-5618

Business Development Intern

Assisted in development, as well as online alumni outreach and alumni connection events. I also managed classified student and financial records and corresponding records and accounts. In addition to development, I organized

online and hard copy institutional archives, and created spreadsheets and power points pertaining to alumni data and their correlated records.

***Young Star Promotions***

**29 Wilson Ave. Windsor, CT**

**2010-2013**

Linford Davis, Owner

(860) 983-2699

Worked in Public Relations, as well as helped establish both visiting, and residential Hartford and international artists. I aided in the promotion and establishment of musical artists' prominence in both Hartford and Fairfield counties. I also helped promote and publish artists' work in the area and surrounding areas within a variety of media outlets.

***Law Offices of Attorney Deron Freeman***

**2011- 2013**

Deron Freeman, Attorney at Law

(860) 794- 3064

Personal assistant and office intern. I participated in major cases, shadowed a variety of court officials during trials, and was able to get a behind the scenes look at the criminal justice and legal system. This experience enable me to grasp a firm understanding of the varying components of governance and the major functions that law and prosecuting officials and agencies partake in.

***Recycle Kings/ S&S Variety Store***

**2011-2013**

**760 Garden Street Hartford, CT**

Tommy Scales, Owner

(929) 773-0313

Acted as a general consultant to the development and growth of Recycle Kings, and helped establish S&S Variety Store. Tasks included financial management, zoning, legal communications, community outreach, and marketing and brand development.

***Nu-Communications a Division of Island Enterprises***

**2006-Current**

**Rocky Hill, CT**

Gary Pelletier, Owner and CEO

(860) 721-1294 ex. 2

Joe Sullins, Office Manager

## Accounts and Business Management

Provide office support and overall business management. Current tasks include accounting, managing a variety of financial accounts, bookkeeping, maintaining meticulous client and transaction records, accounting support, market and industry research, and security development.

### ***Compass Property Management***

***2009- Current***

Gary Pelletier, Owner and CEO

(860) 573-2374

## **RELATED UNIVERSITY COURSEWORK**

International Economics

American Government

Managerial Economics

Constitutional Law

Micro Economics

Power and Politics in America

Economics of the Third World

American Foreign Policy

Economics of Money & Banking Systems

International Relations

Macro Economics

Sources of Power

Political Change

Political Theory

Core Politics

## **EDUCATION**

Watkinson School, Hartford Connecticut 2006-2009

Graduated with a Double Diploma: International Studies and General Education

University of Hartford, Hartford, CT 2010-2013

Bachelor of Arts, Politics and Government, Economics

## **B. LOCATION AND SITE PLAN**



JOIN FAMILY DOLLAR IN THIS SHOPPING CENTER!

SHOPPES AT SILAS DEANE  
125 SILAS DEANE HIGHWAY (RTE 99)  
WETHERSFIELD, CONNECTICUT



# BIORELIEF PHARMACEUTICALS

## LOCATION SPECS



FRONT OF PROPOSED DISPENSARY SITE









**PARKING LOT- SIDE FACING HIGHWAY**



**PARKING LOT- FACING SILAS DEANE HIGHWAY AND HIGHWAY ENTRANCE**



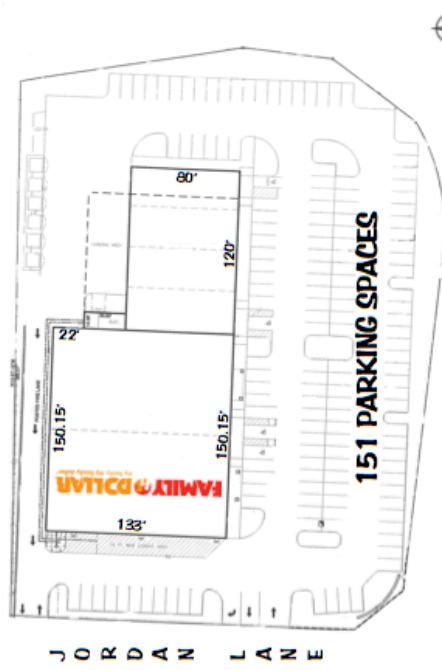


**BACK OF THE BUILDING**





**NOW AVAILABLE FOR LEASE**  
**125 SILAS DEANE HWY (RTE 99)**  
**WETHERSFIELD, CONNECTICUT**



SILAS DEANE HIGHWAY (ROUTE 99)

Exclusive Broker: Matt Halprin  
 Email: [halprimm@newenglandretail.com](mailto:halprimm@newenglandretail.com)

150 Hartford Avenue  
 Wethersfield, Connecticut 06109  
 Phone: (860) 529-9000  
 Fax: (860) 563-9667  
[www.newenglandretail.com](http://www.newenglandretail.com)



Members Of:  
**SITE SOURCE**  
THE BUSINESS

**THE SHOPPES AT SILAS DEANE**  
**125 SILAS DEANE HWY (RTE 99)**  
**WETHERSFIELD, CONNECTICUT**



**FEATURES**

- 30,000 SF New Shopping Center
- 2,400-10,000 SF Spaces Available
- Servicing Hartford & Wethersfield
- Traffic Count: 17,900 vpd
- Easy Access to Route 5/15 & Interstates 91 & 84
- Neighbors Include: Dunkin Donuts, PriceRite, Liberty Bank, Rocky's Ace Hardware, Ocean State Job Lot, Rite Aid, Bank of America, Subway, Burger King & many more

**DEMOGRAPHICS**

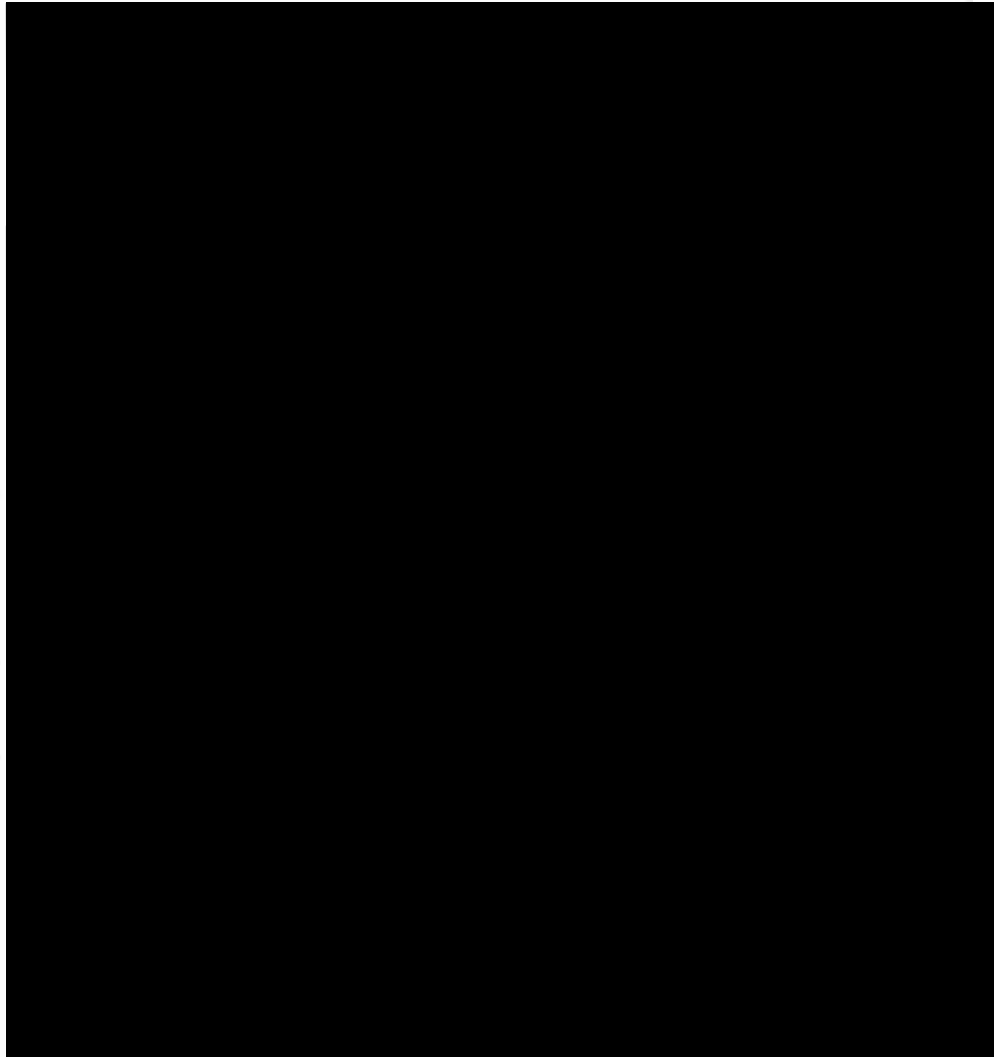
	3 MILE RADIUS	5 MILE RADIUS	7 MILE RADIUS
POPULATION	104,704	265,699	411,126
TOTAL HOUSEHOLDS	39,682	105,413	160,400
AVG. HOUSEHOLD INCOME	\$56,071	\$65,850	\$73,058



Phone: (860) 529-9000  
 Fax: (860) 563-9667  
[www.newenglandretail.com](http://www.newenglandretail.com)

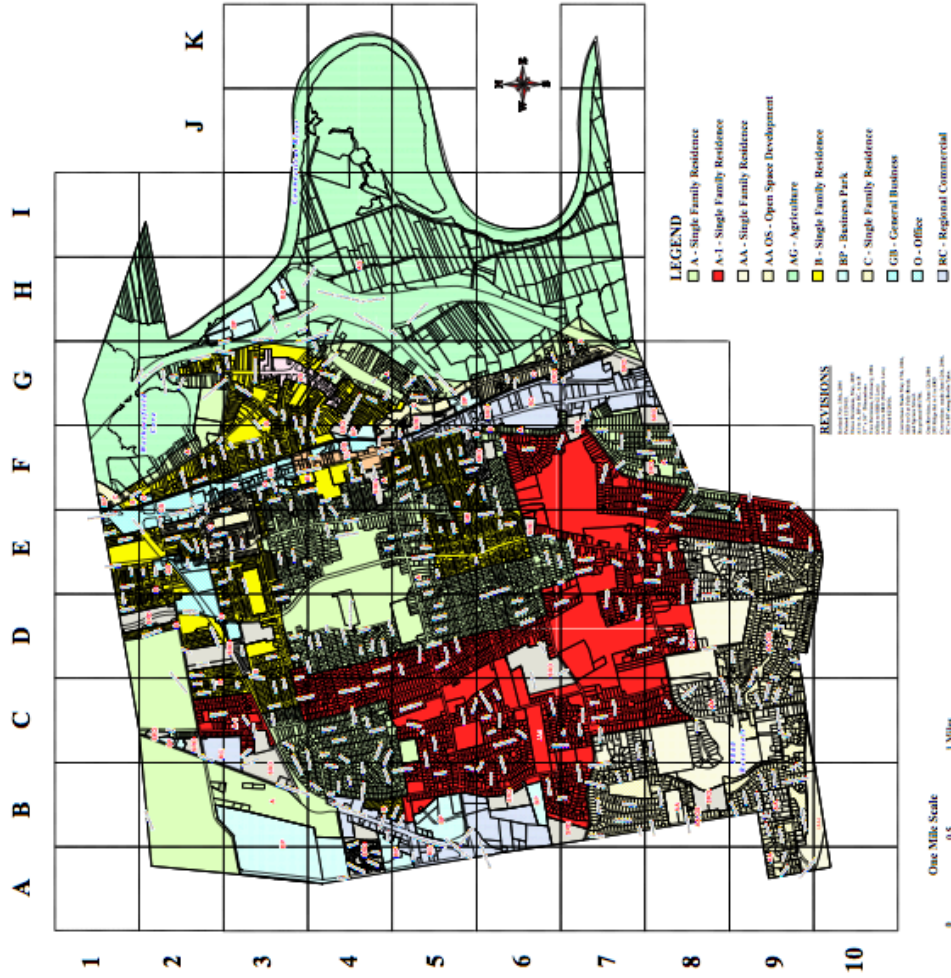
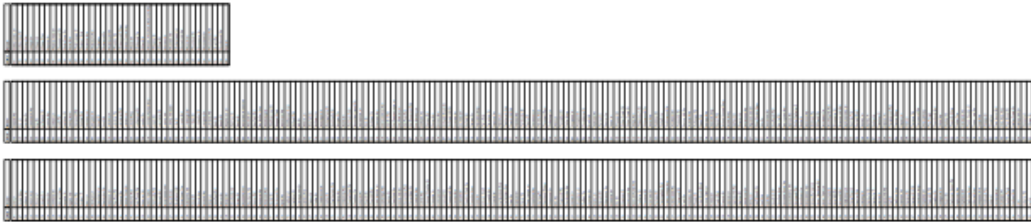
**New England**  
 Retail Properties, Inc.

135 Silas Dean Hwy  
[redacted] SF



# Wethersfield Zoning Map

Street Index



- LEGEND**
- A-1 - Single Family Residence
  - A-2 - Single Family Residence
  - AA - Single Family Residence
  - AA OS - Open Space Development
  - AG - Agriculture
  - B - Single Family Residence
  - BP - Business Park
  - C - Single Family Residence
  - GB - General Business
  - D - Office
  - RC - Regional Commercial

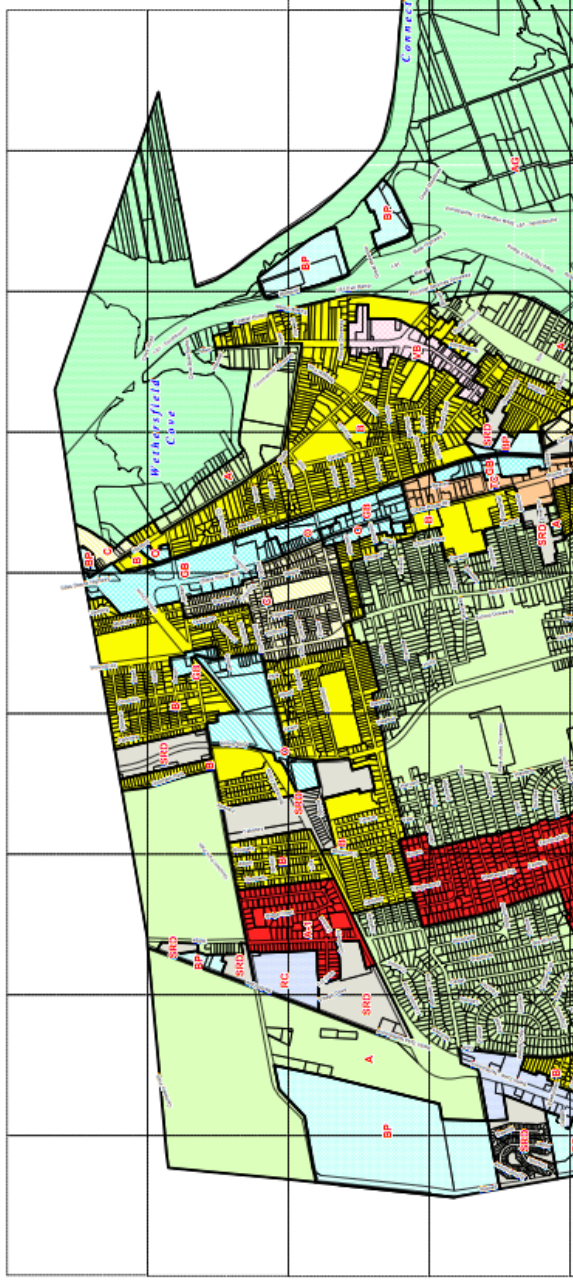
**REVISIONS**

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 03/01/01 - Revised Map  
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All portions of this map were derived from the Town of Wethersfield, CT. Coordinates are in plane feet. Scale is approximate. 1" = 1.25'.

A B C D E F G H I



1 2 3 4



## PROPOSED SIGNAGE

A.



B.



C.





**VIA EMAIL** ([jessicapelletie@gmail.com](mailto:jessicapelletie@gmail.com))

November 14, 2013

Ms. Jessica Pelletier

97 Foxhill Drive

Rocky Hill, CT 06067

***RE: Proposed Bio Relief Pharmaceuticals***

***The Shoppes at Silas Deane***

***Wethersfield, Connecticut***

Dear Jessica:

Thank you for your interest in The Shoppes at Silas Deane. As the exclusive broker for the development, New England Retail Properties, Inc. is pleased to submit our revised proposal to you for your consideration to lease space for Bio Relief Pharmaceuticals.

**Landlord:**

125 Silas Deane, LLC

Attn: Joe Sullo, Manager

312 Murray Road

Hartford, CT 06114

**Tenant:** Bio Relief Pharmaceuticals  
Ms. Jessica Pelletier  
97 Foxhill Drive  
Rocky Hill, CT 06067

Tenant to provide Tenant's satisfactory company and personal financials to Landlord.

**Location:** The Shoppes at Silas Deane  
125 Silas Deane Highway  
Wethersfield, CT 06109

**Premises:** Approximately 2,400+/- square feet  
End cap location

*Bio Relief Pharmaceuticals / The Shoppes at Silas Deane / Wethersfield, CT*

*November 14, 2013*

*Page 2*

**Term:** One (1) Five (5) year term with One (1) Five (5) year option.

**Base Rent:**  
Monthly

<u>Years</u>	<u>Rent PSF</u>	<u>Annually</u>
1 \$2,400.00	\$12.00 NNN	\$28,800.00
2 \$3,400.00	\$17.00 NNN	\$40,800.00
3-4 \$3,600.00	\$18.00 NNN	\$43,200.00
5 \$4,000.00	\$20.00 NNN	\$48,000.00

**Option Rent:**

	6 - 8 \$4,400.00	\$22.00 NNN	\$52,800.00
\$4,800.00	9 - 10	\$24.00 NNN	\$57,600.00

**Renewal Options:**  
 must  
 notice  
 notice the

Tenant shall have one (1) five (5) year option and provide Landlord with twelve (12) months written notice that they will be renewing. In absence of said notice the lease will automatically renew for the next term.

**Additional Rent:**

Tenant shall pay its prorata share of the CAM charges based on the square footage of Tenant's premises as compared to the square footage of all space in the Center. The estimate of CAM are \$2.40 PSF per year paid monthly (\$480.00) as additional rent. Taxes are paid twice a year and will be billed when the next tax bills come in. INSURANCE: Tenant shall maintain fire and extended coverage property insurance on its personal property and its improvements to the premises. Tenant shall also maintain property

damage commercial general liability coverage insurance on the premises, paid annually. Landlord's actual or estimated insurance costs for property insurance and commercial liability are included in CAM

**Lease Commencement:** Upon Lease execution.

**Lease Term and**

**Rent Commencement:** The earlier of sixty days (60) days after Landlord substantially completes his improvements and delivers the demised space to Tenant or upon opening.

*Bio Relief Pharmaceuticals / The Shoppes at Silas Deane / Wethersfield, CT*

*November 14, 2013*

*Page 3*

**Utilities:** Tenant will be responsible for their own utility costs. These utilities shall be separately metered and billed directly to Tenant from the utility provider.

**Use:** Tenant may use the Leased Premises for the licensed retail sale of medical marijuana.

**Landlord**

**Improvements:** Landlord will install the demising wall, provide separate utilities, new HVAC to space (no distribution) and plumbing, stubbed for Tenant to install bathroom pursuant to Landlord/Tenant Vanilla Box Specifications.

**Tenant Improvements:** Tenant shall be responsible for all Tenant improvements.

Prior to the commencement of work Tenant shall submit plans and specifications to Landlord for Landlords prior written approval. All Tenants contractors and agents during this period shall provide Landlord with proof that they are

fully insured and naming Landlord and its agents as additionally insured.

**Assignment &**

**Subletting:** Tenant shall not sublet any part of the Premises, or assign this Lease or any interest therein, without prior written consent of Landlord.

**Security Deposit**

**And Guarantee:** The Landlord will require a security deposit of \$10,000.00 and the first month's rent and NNN charges in the amount of \$2,880.00, the total being \$12,880.00 with the signing of the lease. The amount of \$10,000.00 will be required with signing of the Letter of Intent. The Landlord will also require a guarantee subject to review of appropriate financial statements.

**Signage:** Tenant shall be permitted to affix its façade signage

above the premises in accordance to all local codes and approvals. All signage shall be at Tenant's expense and shall be approved by Landlord prior to any permitting or installation.

*Bio Relief Pharmaceuticals / The Shoppes at Silas Deane / Wethersfield, CT*

*November 14, 2013*

*Page 4*

**Brokers:** Landlord and Tenant acknowledge that New England Retail Properties, Inc. the Landlord's exclusive broker is the only broker due a commission in this transaction. The Landlord per a separate agreement will pay a commission to New England Retail Properties, Inc.

**Agency Disclosure:** The attached agency disclosure is to be signed by the Tenant acknowledging that New England Retail Properties, Inc. is representing the Landlord in this transaction.

**Lease Form:** Landlord's lease form

Should the above terms be acceptable to you, please sign a copy of this letter as an indication of your intent along with a good faith deposit in the amount of \$5,000.00 made payable to "New England Retail Properties, Inc., Trustee" to be held by us as escrow agents and your financial statements. Upon receipt of the above and acceptance by the Landlord, we can immediately have a lease prepared. In the event a lease is not signed by both parties, the deposit will be returned to you. If the lease is signed, this will be credited towards your advance rental and security deposit requirement.

This letter is intended to constitute an outline of certain business terms and conditions relating to a proposed transaction, and is not intended to constitute a complete statement of all relevant terms and conditions. The terms and conditions expressed in this letter are intended to be embodied in a lease which may reflect changes and qualifications with respect to the proposed transaction. Unless and until the lease is finalized, executed and delivered by both parties, neither party shall have any obligation to the other and either party may cease pursuing the proposed transaction at any time and for any reason. If executed, the definitive documents shall supersede this letter as well as any previous written or oral understandings.

It is understood that any cost or expenses incurred by the parties in negotiating this lease are borne by the contracting party and are not reimbursable by the other party whether or not the lease is consummated.

This offer is not binding on either party but is subject to the mutual execution of a lease document. The above-mentioned terms and conditions shall be available to Tenant until November 22<sup>nd</sup>, 2013. After that time Landlord is under no obligation to extend said offer or space to Tenant.

*Bio Relief Pharmaceuticals / The Shoppes at Silas Deane / Wethersfield, CT*

*November 14, 2013*

*Page 5*

We look forward to working with you.

Sincerely,

**Matt Halprin**

*Matthew J. Halprin*

MH/ca

cc: J. Sullo

**AGREED AND ACCEPTED BY:**

***For the Landlord:***

***125 Silas Deane, LLC***

***For the Tenant:***

***Jessica Pelletier***

\_\_\_\_\_  
***Name:***

***Date:***

***Duly Authorized***

***Date***

\_\_\_\_\_  
***Name:***

***Duly Authorized***



*LANDLORD/TENANT VANILLA BOX SPECIFICATIONS*

**The Shoppes at Silas Deane**

**125 Silas Deane Highway**

**Wethersfield, CT**

Delivery: Vanilla Box:

- (1.) Demising wall will be ready for Tenant to sheet rock and taped, ready for the Tenant to paint.
- (2.) Concrete floor ready for Tenant finish.
- (3.) Three Phase Electric service, 400 amps.
- (4.) Plumbing to be stubbed for one (1) handicapped lavatory constructed to code by Tenant and placed according to Tenant's plans.
- (5.) One (1) ton of HVAC per 350 square feet, distributed by Tenant to the space.
- (6.) Existing Rear Doors.
- (7.) Existing Entrance.
- (8.) Emergency lights

## REAL ESTATE AGENCY DISCLOSURE NOTICE

### GIVEN TO UNREPRESENTED PERSONS

This is not a contract. Connecticut law requires that you be given this notice disclosing whom the real estate license represents. The purpose of such disclosure is to enable you to make informed choices about your relationship with real estate licensees.

Given to: Jessica Pelletier DBA Bio Relief Pharmaceuticals

(unrepresented person/persons)

On: November 14, 2013 (date)

Our firm: New England Retail Properties, Inc.

represents

SELLER

LANDLORD

BUYER

TENANT

#### UNREPRESENTED PERSON(S) RIGHTS AND RESPONSIBILITIES:

1. The broker and salespersons (referred to as agents or licensees) in this transaction owes the other party to this transaction undivided fiduciary obligations, such as: loyalty, reasonable care, disclosure, and obedience to lawful instruction, confidentiality and accountability. The agent(s) must put the other party's interest first and negotiate for the best terms and conditions for them, not for you.
2. All real estate agents, whether representing you or not, are obligated by law to treat all parties to a real estate transaction honestly and fairly.
3. You have the responsibility to protect your own interests. Carefully read all agreements to make sure they accurately reflect your understanding. If you need additional advice for legal, tax, insurance or other such matters, it is your responsibility to consult a professional in those areas.
4. Whether you are a buyer, seller, tenant, or landlord, you can choose to have the advice, assistance and representation of your own real estate brokerage firm and its agents. Do not assume that a real estate brokerage firm or its agents are representing you or are acting on your behalf unless you have contracted in writing with that real estate brokerage firm.

ACKNOWLEDGEMENT

ACKNOWLEDGEMENT OF AGENT

OF UNREPRESENTED PERSON(S)

\_\_\_\_\_  
Halprin

*Signature*

\_\_\_\_\_  
Matt

*Signature*

\_\_\_\_\_  
Matthew Halprin

**Print Name**

**Print Name**

\_\_\_\_\_  
November 14, 2013

*Date*

*Date*

\_\_\_\_\_  
*Signature*

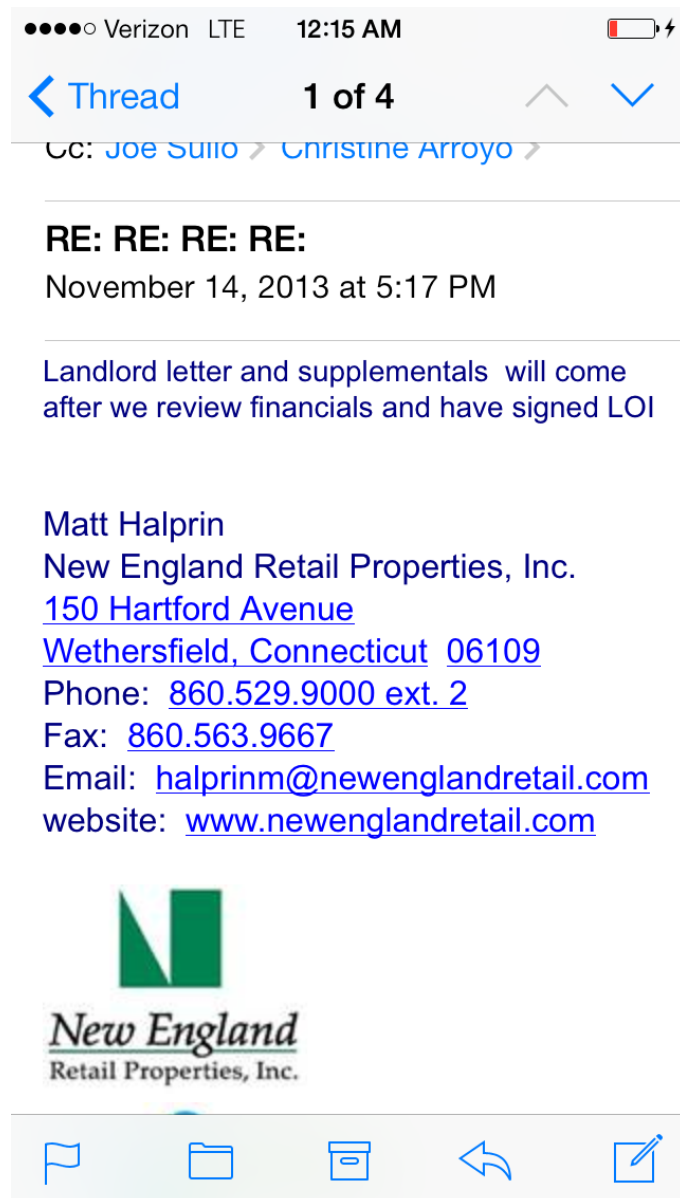
\_\_\_\_\_

**Print Name**

\_\_\_\_\_

*Date*

. \*To be signed by the buyer/tenant when the agent represents the seller/landlord, or to be signed by the seller/landlord when the agent represents the buyer/tenant.



## **C. PROPOSED BUSINESS PLAN**



**CONFIDENTIAL**

# **BIORELIEF PHARMACEUTICALS**

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## **Business Plan**

Prepared November 2013

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### **Contact Information**

Jessica Pelletier  
jessicapelletie@gmail.com  
97 Fox Hill Drive  
Rocky Hill, CT  
06067

# Medical Marijuana in Connecticut

## Palliative Use of Marijuana

The passage of Connecticut's Palliative Use of Marijuana Act on June 1, 2012 nearly tipped the scale on medical marijuana in New England. In the coming years, the Connecticut medical marijuana market will prove itself to be a leading industry for emerging markets, with projected profits for business owners starting in the millions within the first year alone. With 3.6 million residents and high percentages of both medicinal and recreational users, Connecticut is the best-situated market for generating astounding profits. Connecticut is the 29th largest state by population, and the 5th most densely populated area when land mass is taken into consideration. Population density is of high importance when considering the success of any retail business. Although a smaller state allows regulators to issue fewer licenses, a higher density means that the retailers who do operate have a more robust and consistent customer pool. Connecticut's small size coupled with its dense population will prove to be an exceptional market for medical marijuana operators.

With the finalization of the most comprehensive regulations out of any established state---run program, Connecticut is now the seventeenth jurisdiction to enact medical marijuana legislation. The laws and regulation, finalized August 26, 2013 allows for the limited use and distribution of medical cannabis as medicine, yet prohibits patients from growing their own plants. As cited within the regulations, qualifying conditions to receive medical treatment include all types of cancer, glaucoma, HIV/AIDS, wasting syndrome, multiple sclerosis, and Parkinson's disease. Currently these are the only qualifying illnesses, however our company and others can petition for the amendment of other debilitating conditions.

The Connecticut Department of Consumer Protection will be the regulatory agency responsible for monitoring the use and distribution of medical cannabis with the primary goal of circumventing major problems experienced by other states that currently maintain medical marijuana legislation. Patients will be able to purchase and obtain medical cannabis only from certified pharmacists will operate state---licensed dispensaries and production facilities. The laws and regulations allow for the licensing of at least three, but no more than 10 medical cannabis cultivation centers statewide. The DCP will determine the number of dispensaries and production centers based upon the volume and scores of applicants. The dispensaries can only distribute Connecticut- grown marijuana, while growers are restricted from distributing medical cannabis outside of the state. The multi---faceted regulations set forth by the DCP maintain an explicitly stated goal of sidestepping the problems experienced by other

jurisdictions that have medical marijuana legislation, but still possess a laundry list of impediments to business and industry growth. The applicant review process will be rigorous, while the number of dispensaries and production facilities will be tightly controlled.

In terms of hard numbers, an exact statistic for marijuana usage does not exist. This is in part due to constituent's tendencies to under report when participating in government surveys coupled with fear of law enforcement. Instead, we will take quantitative and qualitative data from other highly functioning states who currently employ medical marijuana legislation, and translate them into working data of consumer and patient pools for Connecticut.

Based upon current data, California has approximately 1.8 million medical cannabis patients on a population base of 36.96 million people, which equates to a 4.87% rate. Similar analysis based on Colorado research has revealed a 4.98% rate. When taking this information into consideration, there is a mean general usage rate of solely medical usage of 4.93%. This number does not take into account recreational users who can potentially account for up to another 5% of the consumer pool. Taking only the medicinal pool into account, the average volume of consumers within Connecticut is statistically shown to be between 4.93% and 5%, or within the range of 177,480---180,000 patients or consumers. With such a large consumer pool and only a limited number of production centers and retail storefronts, profits are projected to be significantly higher in Connecticut than any of the other 16 states that presently employ medical cannabis legislation.

Taking into consideration the average volume of customers per day in similar economic and demographic climates where substantial profit is garnered, our company is on track to not only break even within the first business quarter, but also to more than quadruple initial investments [C1] within the first year of operation. Based upon statistics presented at the Cannabis Knowledge Forum in Cambridge, Massachusetts, the average retail dispensary who does not have competition within a 30-mile radius will see an average consumer volume of 128 patients per day.

Based upon current statistical inferences as presented within the Knowledge Forum and forecasts by Steep Hill Laboratories, a low end retail dispensary sells a minimum of 4 pounds per day in areas of similar population density. The average retail price of medical marijuana is \$5,640 per lb or \$352 per oz. If we translate these numbers into company profits, 4 lbs. of medical marijuana per day at a market price of \$5,640 per lb. equates to about \$5,241,000 in sales. The wholesale price per lb. of medical marijuana is about \$2,000, or \$2,880,000 per year. If we subtract the cost of inventory from total sales per year, our company is left with \$5,241,000 in average yearly sales before taxes. In subtracting maximum start-up costs



from this number, BioRelief Pharmaceuticals is on track to clear \$4,741,000 in average yearly sales, or \$395,083 per month before taxes.

Keeping in mind that these profits are only reflective of a bare minimum in company sales, we expect to see a much higher volume of patients and correlated profits when taking into consideration the dense population of Hartford County, coupled with the high volume of both medicinal and recreational users. In relation to company sales, an average day will clear 4.6 lbs in the Connecticut market. According to statistical inferences and current spending trends based on the 4lb model, the company should see an average estimate of \$13,169 in sales per day. This translates into \$4,741,000 in yearly sales if the company acts only as a retail storefront.

## What About the Federal Government?

In January 2011, while California and other states embarked upon their legalization efforts, the Drug Enforcement Agency published a 49 page document entitled "The DEA Position on Marijuana." The DEA's position on medical marijuana can best be summarized as:

"...the DEA targets criminals engaged in the cultivation and trafficking of marijuana, not the sick and dying. This is true even in the 15 states that have approved the use of "medical" marijuana. On October 19, 2009 Attorney General Eric Holder announced formal guidelines for federal prosecutors in states that have enacted laws authorizing the use of marijuana for medical purposes. The guidelines, as set forth in a memorandum from Deputy Attorney General David W. Ogden, makes clear that the focus of federal resources should not be on individuals whose actions are in compliance with existing state laws, and underscores that the Department will continue to prosecute people whose claims of compliance with state and local law conceal operations inconsistent with the terms, conditions, or purposes of the law. He also reiterated that the Department of Justice is committed to the enforcement of the Controlled Substances Act in all states and that this guidance does not "legalize" marijuana or provide for legal defense to a violation of federal law. While some people have interpreted these guidelines to mean that the federal government has relaxed its policy on "medical" marijuana, this in fact is not the case. Investigations and prosecutions of violations of state and federal law will continue. These are the guidelines DEA has and will continue to follow."

This statement was released in January 2011. Two days after Connecticut passed its finalized regulations on August 29, 2013, the DEA in conjunction with the Department of Justice and Deputy Attorney General James M. Cole, issued a multifaceted statement revising its stance on medical marijuana and the pursuant of cases. This statement reiterated their previous stance, while highlighting their new priorities concerning enforcement going forward. This statement highlights eight salient points

pertaining to DEA investigations and prosecution, while highlighting their revised preventative measures in the wake of new medical marijuana legislation.

"... Congress has determined that marijuana is a dangerous drug and that the illegal distribution and sale of marijuana is a serious crime that provides significant source of revenue to large-scale criminal enterprises, gangs, and cartels. The Department of Justice is committed to enforcement of the CSA consistent with those determinations. The Department is also committed to *using its limited investigative and prosecutorial resources to address the most significant threats in the most effective, consistent, and rational way*. In furtherance of those objectives, as several states have enacted laws relating to the use of marijuana for medical purposes, the Department in recent years has focused its efforts on certain enforcement priorities that are particularly important to the federal government:

- a. Preventing the distribution of marijuana to minors;
- b. Preventing revenue from the sale of marijuana from going to criminal enterprises, gangs, and cartels;
- c. Preventing the diversions of marijuana from states where it is illegal under state law in some form to other states;
- d. Preventing state-authorized marijuana activity from being used as a cover or pretext for the trafficking of other illegal drugs or other illegal activity;
- e. Preventing violence and the use of firearms in the cultivation and distribution of marijuana;
- f. Preventing drugged driving and the exacerbation of other adverse public health consequences associated with marijuana use;
- g. Preventing the growing of marijuana on public lands and the attendant public safety and environmental damages posed by marijuana production on public lands; and
- h. Preventing marijuana possession or use on federal property

Connecticut will be the least at risk state in terms of market volatility brought upon by Federal disruption. Although DEA enforcement will continue upon its current track, the more highly regulated states will experience far less enforcement opportunities. The federal government still considers marijuana to be an illegal drug, however states with stringent rules will be allowed to operate peacefully as long as the government's priorities on the issue are not violated. According to many sources, and most explicitly delineated by the Media Awareness Project, Connecticut's state Medical Marijuana law is safe from federal crackdown. Many news outlets and industry experts project that the federal government is unlikely to crack down on Connecticut's medical marijuana program after the Justice Department released this memo. Moreover, if we

look to the Tenth Amendment embedded within the Constitution, or the reserved powers of the states, Connecticut is granted even greater protection. The Tenth Amendment maintains "The powers not delegated to the United States by the Constitution, nor prohibited by it to the States, are reserved to the States, respectively, or to the people." This Amendment reserves to the states all powers that are not granted to the federal government by the Constitution, except for those powers that states are constitutionally forbidden from exercising. Because we have a state regulatory agency, our State Constitutional Agency promulgating and enforcing regulation protects the state from Federal intervention.

With a more relaxed legal climate in place, it is likely that the medical cannabis dispensary industry in Connecticut will experience higher growth than other states. Some or all of the following trends are expected to occur:

- The climate of fear that the DEA raids has caused will abate, increasing patients' comfort level in visiting dispensaries.
- More patients will feel comfortable seeking physicians' recommendations for medical cannabis use, and physicians will feel more comfortable giving them.
- New dispensaries will open as demand increases due to the more tolerant climate.
- Additional localities will address medical cannabis as federal tolerance improves and pressure increases to find new sources of tax revenues in a challenging economy.
- Some dispensaries will become industry leaders and seek industry dominance as they improve operating efficiency and open additional centers.

Connecticut's medical marijuana program and regulations have been acknowledged by both elected officials and government agencies as one of the most tightly regulated programs of all legislations that are currently employed in other states. According to this memo, the Justice Department maintains that strictly regulated state programs are less likely to threaten the federal government's enforcement priorities and diversion concerns. This being said, Connecticut will find itself as the best situated market to maintain compliance with the DEA's policy statement. The State's strict regulations, coupled with our companies' positive ties with the Consumer Protection Agency and associated medical professionals, will ensure market success.

# Executive Summary

## Who We Are

BioRelief Pharmaceuticals is a progressive group of health care professionals dedicated to providing the highest quality products, experience, and customer service to licensed Connecticut medical marijuana patients. We strive to enhance the lives of our patients, while shifting the perception of medicinal cannabis as a viable and safe medicine for an array of conditions.

Our company's business and sales model involves an objective, realistic financial analysis based on both current trends and historical performance. The medicinal marijuana industry is historically a multi-billion dollar industry that has produced consistent revenue. These profits are due to unprecedented demand and market inelasticity. Since state governments have implemented new policies regarding its legal sale within the past few years, the industry has sustained unprecedented growth while generating enormous profits for both investors and state governments.

Not only has the general population's overall opinion towards medicinal marijuana seen a dramatic shift, but both state and federal governments have adopted more lenient policies and attitudes toward the industry and its sustained profits. This new leniency has attracted investors and producers who wish to connect the product to consumers, while garnering generous and consistent revenue within the process.

BioRelief Pharmaceuticals business and customer approach offers complete policy transparency and public accountability through a multi-faceted cannabis industry business model. Outside consultants, automated accounting systems, lawyer advisory, and an outside third party accounting company will ensure the accuracy and viability of our information and operations.

BioRelief Pharmaceuticals daily operations will be managed and overseen by a Board of Trustees comprised of a number of wide ranging community professionals who have extensive backgrounds in business, security, management, sales, and possess a broad understanding of the cannabis industry and its varying components.

## What We Sell

BioRelief Pharmaceuticals is a Connecticut Limited Liability Corporation that will be established as a state licensed dispenser of medicinal cannabis for patients with qualifying medical conditions.

Our company will be both producing and selling the highest quality Medical Marijuana for palliative use by state of Connecticut registered Medical Marijuana cardholders under Public Act 12-55 Concerning the Palliative Use of Medical Marijuana. Our primary goal is the successful and consistent sale of between 1,716 to 2,000 pounds of Medical Marijuana per year, or a minimum of 143 pounds per month. The different varieties of medicinal cannabis have the potential to provide differing palliative and medicinal effects, from pain, nausea, and stress relief, to appetite suppressants or stimulus.

Within strict compliance of Connecticut state law, BioRelief Pharmaceuticals will make available to patients a variety of strains, as well as varying types and strengths of medical marijuana that can be used to treat a assortment of debilitating conditions and ailments. All medicinal cannabis purchased and sold by our company will be subject to rigorous quality control measures that will ensure the integrity of our products. The medical marijuana will be tested for THC content, undergo Photo Gas Chromatographic Testing, and Mass Spectrographic testing. Photo Gas Chromatographic Testing determines the exact strength of the product, as well as the mixture of active ingredients present. Mass Spectrographic testing is used on the finished product to test for potentially harmful contaminants such as insecticides, molds, or mildew. The information gathered from these rigorous testing procedures will be used to ensure accurate labeling and information concerning the product to all patients and purchasing cardholders. Furthermore, this testing will be used to make educated and informed purchasing and distribution decisions, as well as determine the safety and potency of each product.

BioRelief Pharmaceuticals will sell:

- Raw medical cannabis in prescribed quantities;
- Marijuana Cigarettes;
- Extracts, sprays, tinctures, or oils;
- Topical applications, oils, or lotions;
- Tran dermal patches;
- Baked goods;
- Capsules or pills
- Wholesale amounts to other licensed dispensaries throughout the state of Connecticut.

In addition to medicine, our company will also offer for sale:

1. Tools for medical marijuana consumption, including water pipes and "bowls";
2. Personal Vaporizers and Vaporizing systems;
3. Educational literature and books;

4. Alternative pain relief methods;
5. Wellness products;
6. Wellness kits (i.e. MELT Method programs and Reflexology kits);

These products will be purchased at wholesale value. These products listed immediately above are supplemental, and potential profits or sales are not reflected within the business plan or company sales projections.

A detailed description of these services offered by our dispensary during the first year of operation includes:

- Wellness and alternative therapy consultations, as well as sessions with a licensed pharmacy technician or wellness counselor that will help patients design their own personalized care plans. (as needed)
- Patient support meetings offered to all registered medical marijuana patients who are ascribed to our dispensary. (1x/week)
- Educational workshops led by industry guests that will help patients better understand their medicine and how they can incorporate other wellness aspects into their care regimen. (1x/week)
- Wellness kits from leading alternative care companies. An example of this would be the MELT method, which is a kit that can be done at home with medical balls. This series of exercises helps relieve pain, tension, and a variety of ailments. We are also considering the sale of reflexology, personal massage, and aromatherapy kits.
- Educational literature and books: We will provide a variety of educational literature and books that offer supplemental information about medical marijuana. These books will be written by leading industry professionals and will cover topics such as types of medical marijuana, its varying medicinal usages, targeted care for certain diseases, alternative wellness therapies, and a variety of other targeted topics.
- Personal vapors and vaporizing systems: some patients cannot smoke or do not wish to, personal vaporizing systems would help them ingest their medicine in a virtually harmless manor.
- Tools for medical marijuana consumption: including water pipes, bowls, and various other mechanisms.

## Financial Summary

### Market Projections and Financial Highlights

#### Market Projections and Financial Highlights

The medicinal cannabis enterprise already exists as a multi-billion dollar industry that caters to millions of patients and recreational users. Industry analysts have estimated the price of the United States marijuana market to be valued at a low end of \$46 billion, and maxed at \$60 billion annually. Due to the mixture of legitimate medical patients, as well as recreational users, the medical marijuana industry maintains just as much profit potential as the alcohol and coffee industry, each respectively generating \$96 billion and \$11 billion annually.

Currently, the room for market growth and expansion is tremendous, as more states come on board, policies are being altered, and the federal government is beginning to take a more hands off approach. According to the Marijuana Business Factbook 2013, the medical and recreational markets within all states are expected to experience enormous expansion in 2014. According to business survey data, approximately 83% of currently active cannabis related businesses are either close to breaking even or already profitable within one year of operation. Taking into consideration how young the industry is, the fact that a majority of businesses break even within the first few months is an incredibly promising sign. This is a remarkably short period of time in comparison to other American businesses, where some industries can take between 6 months to even 5 years to reach profitability.

According to recent data, confidence is running exceedingly high within the marijuana industry. According to data set forth by Anne Holland Ventures Inc, the vast majority of cannabis business owners are optimistic about their prospects in the coming year. Nearly 50% reported that they expect moderate growth, while a solid 34% said they are projecting big growth. What investors and business owners are most excited about is ancillary cannabis business, as a majority of business is not only reaching profitability in short periods of time, but they are rapidly expanding. Industry analysts forecast significant financial gains for 2014 and beyond due to a new era of industry professionalism and legitimization. The medical marijuana companies founded in 2013 and 2014 are going to be among the biggest players of the industry leading into 2016 and even beyond. That being said there is no better time to enter the industry than now before the market really hits its stride.

Although a large volume of consumers with a high demand for the product exists, there is currently no avenue to obtaining safe and consistent medicine in Connecticut. The medical marijuana industry is an emerging industry that has the potential to produce astounding profits for investors and business owners. Troy Danton, ArcView's CEO recently told *The New York Times* "This is a historical moment [the cannabis industry is now like dot coms were in the middle 90' ' s.] We are announcing to Wall Street this is the real deal.'" And indeed it is. In states where similar legislation has been enacted, profits have been plentiful. According to the Colorado Department of Revenue, the fiscal year of 2011-2012 produced a total of \$219,320,929 in retail sales and \$5,982,950 in state sales tax. When taking into consideration that 2011-2012 was the first year Colorado dispensaries were in business, such a high level of industry success reveals a massive emerging market with billions in revenue potential.

In terms of economics, Milton Friedman and over 500 economists currently champion for marijuana regulation, while actively petitioning the Federal government for more comprehensive legislation. These analysts have all studied the market and it's, producing Jeffrey Miran's dissertation entitled "Budgetary Implications of Marijuana Prohibition." This is just one text that delineates the estimated \$13.7 billion in savings for the Federal Government, and according to the Cato Institute, the generation of \$8.7 billion in federal and state tax revenue. Analysts have uncovered the massive economic profit to be made by both investors and governments, with even greater predictions by economic journals and economist Stephen Easton. Due to this, this industry maintains a plethora of economic benefits for everybody involved from businesses to consumers, and state governments.

Business revenues vary widely across the industry, and even within key sectors and states. These variances are tied in part to differing regulations and market dynamics. But they are also due to the fact that there are three main types of entrepreneurs: Hyper-local mom and pops mid size regional players, and top dogs. Our company's business plan incorporates the business practices and characteristics of top tier and top grossing dispensaries. BioRelief Pharmaceuticals will be one of the most comprehensive local dispensaries, maintaining infused product companies with popular brands and ancillary companies that serve the national marijuana market. Our owners and investors are seeking significant and aggressive growth, with possibilities of chain stores and more comprehensive national distribution at some point in the future. Top tier dispensaries have base revenue of \$1 million and up, and with our company's business plan; we are more than on track to reaching to potential.



## Who We Sell To

BioRelief Pharmaceuticals is a group of industry professionals dedicated to enhancing the quality of life of individuals who experience terminal illness, chronic pain, or suffer from disease, injury, or other illnesses that are debilitating, and those can benefit from prescribed medicinal cannabis. Our company will aid qualifying patients and licensed individuals by cultivating and dispensing the highest quality, and purest form of medicinal cannabis available. BioRelief will also provide customer and patient support and information about medicine, services, and associated products in a discreet, secure, and clean facility.

We believe in:

- **Highest Quality Products**----we will provide safe, high quality medicinal products subject to careful processing and, where feasible, testing by an independent laboratory.
- **Education and Compassion**----serving our patients professionally with sensitivity to their needs in a clean environment where they feel safe and secure.
- **Responsiveness**----in our dealings with our patients, employees, lenders and the community.
- **Transparency**----our financial data will be regularly audited by an independent accounting firm.
- **Community Service**----conducting varied and ongoing outreach activities to serve the needs of patients and others in our community.

## Keys to Success

Important keys to our success include:

- We will position BioRelief Pharmaceuticals as a responsible business in the community, and develop close working relationships with civic, business and government leaders and their staffs.
- Highly detailed planning and execution is critical. We will put in place the staffing, training and infrastructure required to cultivate safe, high----quality
- Medicine. Moreover, we will apply the industries best practices to medical cannabis
- Dispensary operations.

- Financials, especially cash flow, must be well planned and managed, and kept to high standards commensurate our visibility, transparency, and credibility within the industry.

In addition to these precedents, there are many keys to company success within the Connecticut market. Another imperative key to applicant success will be adequately and concisely addressing all five bonus points embedded within the Dispensary Facility RFA's set forth by the Connecticut DCP. These points are found on page 8, Section F of the Connecticut Medical Marijuana Dispensary Facility License Request for Application. This document details a preferred list of specialized initiatives that are not required by the application process, but are favored by the state and state regulators. The Department of Consumer Protection will award additional bonus points to candidates who incorporate the following bonus categories into their application:

1. **Employee Working Environment Plan**
2. **Compassionate Need Plan**
3. **Research Plan**
4. **Community Benefits Plan**
5. **Substance Abuse Prevention Plan**

In addition to meeting these bonus points, our company must be educated about the standards and practices of the cannabis community, as well as the medical and health industry in which we are part of. Our applicant and company success is dependent upon our knowledge of the industry coupled with stringent business practices. Company executives must maintain close ties with Connecticut regulators and regulatory agencies, while also maintaining a positive community image. We are currently making strides in achieving these goals by attending all convention, networking, and knowledge forum opportunities available. Thus far, the owners and members of management have attended the Freedom Rally in Boston, Massachusetts, the Cannabis Knowledge Forum, in Cambridge, Massachusetts, as well as multiple UFCW union meetings and consultations regarding the Hemp and Medical Marijuana Industry. On Friday October 11, 2013 in Farmington, Connecticut, our company is attending a roundtable discussion on medical cannabis industries best practices and integrated pest management. In addition to this, the forum will teach our CEO's critically important information on how to garner these vital Bonus Points, create a viable Employee Working Environment Plan, and meet application standards. By working in conjunction with industry analysts, specialists, and state agencies, our company will have the keys necessary to ensure market success.

# Company

## Mission Statement

Provide safe, dignified, and affordable access to medical cannabis for approved patients in the State of Connecticut.

## Company Overview

BioRelief Pharmaceuticals will cater to Hartford County and surrounding area residents, with a home storefront within the area of Wethersfield. We will start operations and sales on January 2, 2014 as a new business under the ownership and direction of Jessica Pelletier. A management team who are highly skilled within the areas of medicinal marijuana production, sales, and consumption will direct BioRelief. Our management team will be consulted and advised by the Law Offices of Vicent Sederberg, a consultant firm based out of Cambridge, Massachusetts. Sederberg & Associates are the first and only national medical marijuana law firm, and maintain an extensive background within the medical marijuana industry, while bolstering the successful consulting and guidance of many highly profitable cannabis dispensaries throughout the United States.

While working with Sederberg, BioRelief also maintains extremely strong ties with the UFCW, the Union of Agricultural and Cannabis workers, and their northeastern coordinator, Joel Nelson and ASA. Additionally, we work closely with industry specialized organizations and individuals including Law Enforcement Against Prohibition, industry authors, regulators, laboratory developers and owners, and activists. Furthermore, we possess strong interpersonal ties with State of Connecticut medical investigators, current members of state and local law enforcement, a number of Bar-Certified Lawyers, a current Warden of a Connecticut Correctional Institution in Enfield, and International Business and Investment Managers.

## Locations and Facilities

## Executive Team

BioRelief Pharmaceuticals will be managed initially by dispensary founder Jessica N. Pelletier, who serves as chief executive officer and executive director.

**Jessica N. Pelletier CEO, Executive Director and Founder**

Jessica N. Pelletier is the Chairman and Principal Officer of BioRelief Pharmaceuticals.

## Board of Directors

Jessica Pelletier

Gyasi Sellers  
David Schuberth

## Professional and Advisory Support Team

One of the dispensary's key assets is the strength of the team it has recruited to provide expertise and advice to the Center as it makes important decisions about every aspect of operation.

1. Legal Services (Vicente Sederberg, 1177 Grant St, Denver, CO 80203)
2. Accounting Services

## Management Team

### Management Team

The management team for BioRelief Pharmaceuticals includes a group of highly qualified individuals from a variety of educational and professional backgrounds. Each individual who comprises the management team will be responsible for multiple functions that will ensure the smooth operation of each component of growing, distribution, and retail within the company and industry. By designating only one CEO and one consultant who are specialized within the industry, our company is significantly reducing costs, liability, and increasing overall transparency. Both members of management are highly knowledgeable in every area of the medical marijuana industry, will go to great lengths ensure company success in the 2014 fiscal year.

1. Jessica Pelletier: Jessica Pelletier received a Bachelors of Arts Degree with a double major in Economics and Politics & Government from the University of Hartford. She has two years experience working in management and public relations within the retail and business community. She has provided business and managerial help to local businesses who include [C1] Young Star Promotions LLC. located in Windsor, CT; Recycle Kings located in Hartford, CT; helped establish and maintain the growth of S&S

Variety Store located in Hartford CT; and helped revive Scotts II after the departing of its previous owner. Jessica Pelletier has an extensive background in the sales and distribution of a variety of goods and products, while maintaining sharp management and problem solving skills. In regards to BioRelief Pharmaceuticals, Jessica's background in both Economics and Government will be crucial in regards to the financial, political, and managerial end of the business.

2. Gyasi Sellers: Gyasi Sellers has an extensive knowledge of the medicinal cannabis industry, and has tremendous experience in security and controlled access settings. Gyasi will be an extremely valuable asset to our team.
3. David Schuberth: David Schuberth is a recent graduate from Central Connecticut State University with a degree in criminal justice. David has worked at Big Y in Rocky Hill for 5 years, which has led him to a supervisor position with outstanding customer service skills. David is currently registered with the state of Connecticut for a pistol permit and plans on going for his security license on November 23rd, 2013, to help with the security of the dispensary. With years of customer service David is able to make sure customers are satisfied with their experience and can multitask under pressure. This can correlate to a dispensary setting when dealing with patients and their needs to obtain their medicines or to answer any questions or concerns. Our dispensary will already have informational classes for patients who are looking to educate themselves on the products and services we offer too. With David's security license and background in criminal justice David will be able to not only guard the flow of traffic and patients into the store but help with the security systems in and out of the building to protect out patients, employees, and products. Related courses David has studied while attending CCSU have given him new knowledge of recent legislation regarding medical cannabis. Some courses that correlate are victimless crimes, where the class looked into different victimless crimes such medicinal cannabis and the benefits it has with the patients who it helps. Information about laws pertaining to Colorado and Washington state with their legalization of cannabis along with 20 others who have decriminalized it for medical uses. Throughout this class David learned about these newly emerging states and the problems they have faced with the federal laws. As of 2013 the federal government has now left it to the state to regulate and has chosen to take a step back. This will allow freedom to newly decriminalized states, which are looking to approve dispensaries without worrying about DEA agents closing their shops. While David studied Crime Prevention he studied different forms of security pertaining to buildings, open areas, housing projects and others facilities. David researched different security measures for buildings such as CCTV's, security guards, ID badges and scanners for employees for access into authorized areas, along with looking

into reinforced doors/shatterproof glass. These will all help in the protection and safety of our customers, employees and our store. Through David's course work at CCSU he has have obtained the knowledge and skills required to help the business grow and how to protect it. Through David's years of customer service he will be able to give patients the information and help they need when coming into the dispensary. Finally with his security license and pistol permit for Connecticut he will be able to properly protect and guard the store for the safety of all who enter.

## Employee Training

BioRelief Pharmaceuticals will offer extensive training and continuing education opportunities to our dispensary facility employees. Our staff members will undergo Dispensary Agent Training and preparedness training. Staff members will also be trained based upon key training principles delineated by Americans for Safe Access in areas such as medical emergencies and working with patients effectively.

Qualified candidates will be hired on a three-month probationary status. During this period, they will participate in a rigorous training process, and be evaluated for suitability in a restricted-access medical environment. Training will include the employee handbook, other reading materials, and lectures by qualified professionals, hands-on training and quizzes. The program will consist of the following modules:

1. **Legal-** Legal training will cover all Connecticut State and Federal laws relating to marijuana, and especially those related to medical cannabis. Legal obligations of licensed cannabis dispensaries will be emphasized. Other topics will include the rules and regulations of the dispensary, sexual harassment training, effective interaction with law enforcement personnel, and the rights and responsibilities of medical cannabis patients. Legal training will include at least one two-hour session with an attorney who is a practicing member of the state bar.
1. **Medical-** Medical training will include disabled rights and sensitivity, how to identify and interact with a patient having a medical emergency, the proper uses and benefits of medical cannabis, and an introduction to the other medical treatments offered by various other alternative health professionals.
2. **Sales-** As noted under Sales Strategy, staff will be trained in patient care in conjunction with retail sales. The primary focus will be on assisting patients in making appropriate decisions about how

to choose the type of medicine that is right for them. Staff will be provided with ongoing training in product information as well as general service philosophy.

3. **Safety-** In addition to its focus on safety, security training will include acceptable currency identification and counterfeit detection, warning signs of possible diversion to the illegal market, lock and alarm procedures, perimeter and entrance control, robbery response techniques, conflict resolution techniques and diversion detection techniques.
4. **Working With Patients Effectively-** Our company serves those who suffer from debilitating illnesses or disease. We will train our staff extensively in patient care to deal with patients who have illnesses and ailments, both physical and mental. We will train our staff in these leading industry- specific patient care techniques:

Things to consider when helping patients:

1. How might those physical symptoms affect this person mentally?
2. How might this illness be affecting this person physically?
3. How might their condition affect them socially?
4. How can I be respectful of this?

Dispensing medical cannabis is a key social and health service and should be patient focused. Employees at our dispensary will be trained to keep in mind the following "Patient's Rights":

1. Treated with dignity and respect
2. Privacy through confidentiality
3. Participate as a partner
4. Culturally sensitive environment
5. Equitable share of social resources
6. View challenges from their own perspective
7. Negotiate the distribution of roles with caregivers and dispensary workers
8. Collaborate in dispensary process
9. Help understand time frames and know costs involved

Positive patient interaction and rapport building are essential components to a pleasant experience for our patients. We will train our staff members to keep in mind the following points while interacting with patients:

- First things a patients says are often most significant
- Start where the patient is
- Don't reveal too much about yourself and your personal experiences

- Purpose of the interaction is to hear the patient's story in their own words
- Don't judge their experiences against your own
- Skills needed to form genuine partnerships with your patients:
- Genuineness: Be real with your patients
- Acceptance and Respect: Regard patients as partners. Have a positive view of human kind
- Names and Respect: What would your patient like to be called?
- Trustworthiness: Show that you can be trusted with sensitive information
- Empathy: Showing the patient you understand what they are saying and feeling
- Cultural Sensitivity: Discuss cultural differences instead of ignoring them

As a company we will strive to create and maintain positive interactions with our patients. In comprehensively training our staff and employees on a frequent basis, we can better serve our patients and a growing network of health and community professionals.

### **Employment Training Programs & Policies**

Qualified candidates will be employed for a one-year probationary period. During the initial probationary period, employees will undergo a robust training, testing and evaluation process, including a comprehensive plan of lectures, hands-on training and study in regards to our policies and practices.

#### **New Employees will receive training in the following modules:**

- Standards, Ethics & Practices Training
- Patient care, safe handling
- Security and Fire Procedures
- Resale abatement.
- Safe packaging and display presentation
- Computer system access and use

#### **Employee Handbook Training (Important Highlights)**

- Equal opportunities,



- Compensation,
- Fire Safety,
- Duties,
- Drug & alcohol free policy,
- Leaves of absence, etc.
- Medical Training and Patient Care
- Medicinal use and benefits of Cannabis,
- Medical emergencies and CPR.
- Discipline policy

### **Security Training**

- Admission/verification protocols,
- Inventory control and loss prevention,
- Emergency management,
- Conflict resolution
- Safety of facility and services

### **Continued Education**

- Employees will be offered continued education tuition assistance on a need- based basis at the Northeastern Cannabis Institute in Cambridge, Massachusetts.
- Employees will be offered to participate in educational conferences, workshops, and classes conducted by leading industry professionals.

## **Labor and Employment Standards and Policy**

### **Ethical Standards and Practices**

It is the policy of BIORELIEF Pharmaceuticals to publish and promote the highest set of ethical standards. Our company will provide employee training in regard to the State of Connecticut legal awareness and compliance issues. Theft lies and/or other unethical behavior will be all grounds for dismissal.

### **Ethnic and Linguistic Diversity**

It is a priority of the Dispensary to hire staff that reflects the rich ethnic and linguistic diversity of Hartford County. BIORELIEF Pharmaceuticals is an Equal Opportunity Employer. It is the policy of BIORELIEF Pharmaceuticals to hire at least 80% of our staff and management personnel from within Hartford County.

## **Occupational Health and Safety Standards, OHSA**

Our company will meet or exceed all OHSA standards for safety in the work place. BIORELIEF Pharmaceuticals will offer a clean, safe and comfortable environment for its employees and patients.

## **Employments Training Programs & Policies**

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# Products and Services

## Products and Services

Our company will sell medical cannabis in forms that are adherent to the regulations set forth by the Connecticut Department of Consumer Protection and the Commissioner. These forms delineated within the final set of regulations on page 60 include:

- (1) Raw material
- (2) Cigarettes;
- (3) Extracts, sprays, tinctures or oils;
- (4) Topical applications, oils or lotions;
- (5) Transdermal patches;
- (6) Baked goods; and
- (7) Capsules or pills.

In accordance to the regulations, we will label each marijuana product prior to sale to a dispensary and shall securely affix to the package a label that states in legible English:

- (1) The name and address of the producer;
- (2) The brand name of the marijuana product that was registered with the department pursuant to section 21a-408-59 of the Regulations of Connecticut State Agencies;
- (3) A unique serial number that will match the product with a producer batch and lot number so as to facilitate any warnings or recalls the department or producer deem appropriate;
- (4) The date of final testing and packaging;
- (5) The expiration date;
- (6) The quantity of marijuana contained therein;
- (7) A terpenes profile and a list of all active ingredients, including:
  - tetrahydrocannabinol (THC);

- tetrahydrocannabinol acid (THCA);
- cannabidiol (CBD);
- cannabidiolic acid (CBDA);
- any other active ingredient that constitute at least 1% of the marijuana batch used in the product,
- a pass or fail rating based on the laboratory's microbiological, mycotoxins, heavy metals and chemical residue analysis.

## Competitors

Due to the early developments of this industry, no dominating powerhouse or threats of monopoly currently exist. In terms of competition, the only threats to sales or production would be other applicants, or the continued existence of an underground drug market. Due to the Department of Consumer Protection's strict and comprehensive regulations, i.e. \$2 million in escrow, applicant volume will not be as high in comparison to other states, such as Vermont and Massachusetts.

Although the application process will be rigorous, the Medicinal Cannabis industry is ultimately unaffected by the number of market participants. Furthermore, the CPA is severely limiting the number of market players, only resulting in a better playing field. A solid team, a good plan, and the safest and most comprehensive technology available will create a competitive advantage.

Focusing on successful navigation through the application process, our company has a few significant advantages in comparison to other applicants.

- Our management team and Board of Directors is comprised of state workers, previous cancer patients, security consultants, and medical professionals
- We are one of the only applicants who is actually from Connecticut. Our company has also established positive ties with local governing bodies and communities. Other applicants include out of state consultants and investors from California and Colorado. Via Dan Malloy, Connecticut has recently made it a priority to keep consultants and businesses in state.
- We have application support from current and retired Law Enforcement Officers, a current Warden from a Connecticut Correctional Institution, a plethora of current Oncologists, Chiropractors, and Medical Professionals, current members of the Bar Association, support from current Political members, including current State Representatives,

Because of prevailing law in Connecticut, there are no current competitors in the state. Should one or two additional compassion center licenses be granted, they could pose competition. Furthermore, our company faces competition from

illegal sales of cannabis, which will divert sales away from the legal industry. Although this remains a threat, it is very difficult to quantify because it is a prohibited activity.

## **Inventory**

Inventory will reflect the projected needs of patients. Our dispensary will keep a real time inventory, through a Point of Sale System that will allow us to know what is on hand at every given moment. Our company will design inventory systems for review and comprehensive inventory counts. We will conduct weekly, monthly, and comprehensive annual inventory reviews. Our inventory model will include seed to sale tracking of all cannabis products.

## **Record Keeping**

Our company will keep good records, and make them available to the department if requested. We will keep written records on operating, procedures, inventory, tracking, personnel records, staffing plans, and detailed business and financial records.

## **Dispensing Cannabis**

Our dispensary agents are required to check the identification and registration card for every patient and caregiver, and reserves the right to refuse service to those without one, the other, or both. A qualified staff member will examine and verify the registration card and ID of the patient and/or caregiver.

# Security

## Locations and Facilities

Our facilities will be situated on the north end of the Silas Deane Highway in Wethersfield, CT. All interior structures of the dispensary facility will be consistent with the requirements set forth by the Department of Consumer Protection. Our property and dispensary facilities will have a multifaceted security system that will be set up, maintained, and properly documented by private security consultants. Biorelief Pharmaceuticals will adhere to a comprehensive security plan which includes meeting the minimum security and alarm system requirements for dispensary facilities set forth in Sec. 21a-408-62 of the State of Connecticut Regulation of the Department of Consumer Protection concerning the Palliative Use of Marijuana.

Company security requirements and safeguards are delineated below:

### Facilities

- Dispensary facility will have a comprehensive security, alarm, and video recording system to prevent and detect diversion, theft or loss of marijuana.
- we will consult with HVAC professionals with plans of utilizing a commercial electrostatic air cleaning and ventilation system.
- We will maintain all security system equipment and recordings in a secure location to prevent theft, loss, destruction or alterations.
- We will ensure that all security equipment is in good- working order and will test such equipment no less than three times per year.
- We will maintain the ability to remain operational during a power outage.
- All areas will have a clear sight path.
- All external facades and the perimeter of the facility will be well-lit.
- All security and safety components will adhere to local sitting requirements.
- All data storage and servers will be stored off-site in a secure server facility. These facilities are government-grade, and designed by the industry's leading data storage and security expert who has previously consulted for mega-data

companies including KPMG, The United States Government, and Price-Waterhouse Coopers.

- Entryways and parts of exterior facades will be 3/4 inch steel reinforced with Kevlar and secured into 4' of cement. The front door to both entryway access and the sales floor will be framed with 1/3" 1.75"×4" C Channel steel. The front access room will be reinforced with bullet resistant fiberglass.
- Our security plan includes utilizing "buzz and entry" systems, i.e. fail-secure locks and electromagnetic locks that will not release even during power failure.
- Sales floor access to products will require keys and passwords to secure all products.

## **Alarms**

- Duress alarm, meaning a silent security alarm system signal generated by the entry of a designated code into an arming station in order to signal that the alarm user is being forced to turn off the system.
- The company's intrusion protection includes panic buttons or panic alarms. These can be strategically placed throughout the facility— at the register, in the manager's office, or in the walk-ins. The average response time if these buttons are pressed is 7 minutes. This component is required by the regulations set forth by the DCP, and is defined on pg. 68 as an audible security alarm system signal generated by the manual activation of a device intended to signal a life threatening, or emergency situation requiring a law enforcement response.
- Holdup alarm, or a silent alarm signal generated by the manual activation of a device intended to signal a robbery in progress.
- An automatic voice dialer, or any device capable of being programmed to send a prerecorded voice message, when activated, over a telephone line, radio or other communication system, to a law enforcement, public safety or emergency services agency requesting dispatch.
- Per adherence to DCP regulations, our facilities will require a back-up alarm system approved by the commissioner that shall detect unauthorized entry during times when no employees are present at the facility. This back up system will be provided by a company supplying commercial grade equipment, but may not be the same company supplying our primary security system.



- A failure notification system that is capable of providing an audible, text or visual notification of any failure in the security or surveillance system. This failure notification system will provide an alert to our facility and managers within five minutes of the failure, either by telephone, email, or text message.
- Temperature monitoring devices, along with its smoke, heat and fire detectors.
- Sound based and motion based alarms that enable security personnel to hear a break-in in progress and report live details to the responding police.

### **Comprehensive Video Surveillance Specs**

- We will maintain a perimeter alarm, motion detector; and video cameras in all areas that may contain marijuana and at all points of entry and exit, which shall be appropriate for the normal lighting conditions of the area under surveillance.
- At all times, we will maintain the ability to immediately produce a clear color still photo that is a minimum of 9600 dpi from any camera image (live or recorded).
- There will be a date and time stamp embedded on all recordings. The date and time will be synchronized and set correctly so it will not significantly obscure the picture.
- All video recording will allow for the exporting of still images in an industry standard image format, including .jpg, .bmp, and .gif. Exported video will maintain the ability to be archived in a proprietary format that ensures authentication of the video, and guarantees that no alteration of the recorded image has taken place. Exported video will also maintain the ability to be saved in an industry standard file format that can be played on a standard computer operating system. We will erase all recordings prior to disposal or sale of the facility.
- Our facility will limit access to surveillance areas to persons that are essential to surveillance operations, law enforcement agencies, security system service employees, the commissioner or the commissioner's authorized representative, and others when approved by the commissioner.
- We will make available a current list of authorized employees and service employees that have access to the surveillance room to the commissioner or the commissioner's authorized representative upon request.

- Our dispensary facility will keep all on-site surveillance rooms locked and will not use such rooms for any other function.
- Monitoring of movement indoors and outdoors with CCTV. This deters internal theft, damage or destruction of property, and discourages vandalism.
- All facilities will have comprehensive alarm systems. Video surveillance will include over 40 infrared security cameras directed at all approved safes, approved vaults, dispensing areas, marijuana sales areas and any other area where marijuana is being produced, harvested, manufactured, stored or handled.
- At entry and exit points, we will angle cameras to enable the capture of clear and certain identification of any person entering or exiting the facility.
- There will be twenty-four hour recordings from all video cameras, which we will make available for immediate viewing by the commissioner or the commissioner's authorized representative upon request and will retain for at least thirty days.

### **Safes and Storage**

- Our facility will not maintain marijuana in excess of the quantity required for normal, efficient operation.
- We will maintain all marijuana in a secure area or location accessible only to specifically authorized employees, including only the minimum number of employees essential for efficient operation.
- We will keep all approved safes and approved vaults securely locked and protected from entry, except for the actual time required to remove or replace marijuana.
- We will store all marijuana in an approved safe or approved vault and in such a manner as to prevent diversion, theft or loss.
- Any marijuana not stored in compliance with sections 21a-408-1 to 21a-408- 70, inclusive, of the Regulations of Connecticut State Agencies, or stored at a location other than that for which the dispensary facility license was issued, shall be subject to embargo or seizure by the department in accordance with section 21a-96 of the Connecticut General Statutes.
- We will keep all locks and security equipment in good working order.
- We will ensure the dispensary department securely locked and protected from entry by unauthorized employees through the implementation of limited access

areas. If diversion, theft or loss of marijuana has occurred from a dispensary facility, the commissioner shall determine the appropriate storage and security requirements for all marijuana in such dispensary facility, and may require additional safeguards to ensure the security of the marijuana.

- Storage, safes, and vaults will be kept in secure rooms that will be reinforced and fireproof to ensure inventory and safe keeping of funds. Only 2 personnel will have access to these rooms through biometric security measures.

## **Controls to Prevent Diversion, Theft, or Loss of Marijuana**

### **Security Culture**

Safety for patients and the community is a key priority for our dispensary and management team. Legitimate and well-functioning dispensaries adopt a *security culture* to ensure safety and complete security. Security culture refers to a set of practices and strategies that work together to maintain community and facility standards. The security culture of our facility will involve the following elements:

- Employing professional, trained security personnel
- Staying alert to detect problems before they occur
- Educating patients to be sure they know the rules
- Implementing policies to prevent diversion
- Restricting access to the facility to authorized persons
- Using appropriate security technology and equipment to monitor and secure the facility
- Maintaining communication with local law enforcement
- Training staff to prevent and respond to emergencies
- Educating staff and members as to their rights and responsibilities under the law.

Individually, these elements help make a dispensary safer. When coupled together, they provide a comprehensive safety strategy that makes a legitimate dispensary one of the best and most secure neighbors in any given community. Dispensaries carry out important work in a discrete and professional manner. Our stringent security measures and careful membership screening serves to protect our facility and the wider community from undesirable elements in general.

In order for us as a dispensary to be pro-active and ensure patient safety, it is imperative that we self-regulate the medicinal products that are being dispensed to patients. Cannabis products intended for medical use must meet certain packaging, labeling, and sanitary requirements to guarantee safe consumption by our patients.

### **Limited Access Areas**

Limited access areas will be identified by clear signage (at least 12x12 sign). Within the facility, there will be a diagram of the premises that displays Limited Access Areas, including walls, counters, storage areas, dispensing areas, and all entryways and exits. All employees and staff must wear identification badges at all times while working within the facility. If there are outside visitors, an identification badge must be obtained, and a registered dispensary agent must escort the visitor during their entire duration visiting the premise.

- Many areas will be limited access areas that require key card and biometric hand recognition or other forms of biometric recognition to gain entry. Executive offices, storage, security, and vaults will all have multiple access requirements. These will all be secure areas that not only have strict access requirements, but all areas will be locked when not in use.
- A clear sign will delineate these areas, an example is as follows:

#### **LIMITED ACCESS AREA**

**The following access requirements apply to all persons entering this facility:**

Ø All employees, contractors and visitors are required to wear identification badges while inside this facility.

Ø All visitors, as well as all contractors and employees without their identification badge, must sign in at the appropriate security guard post in order to be issued a temporary identification badge.

Ø Anyone failing to comply with the above access control provisions is in violation of government regulations and may be subject to arrest and prosecution for trespass: **In addition, the following applies to any person entering, exiting or otherwise located within the confines of this property:**

Ø All vehicles and hand carried items of persons entering or exiting this property are subject to random inspections.

Ø The carrying of firearms, other deadly or dangerous weapons or explosives is prohibited.

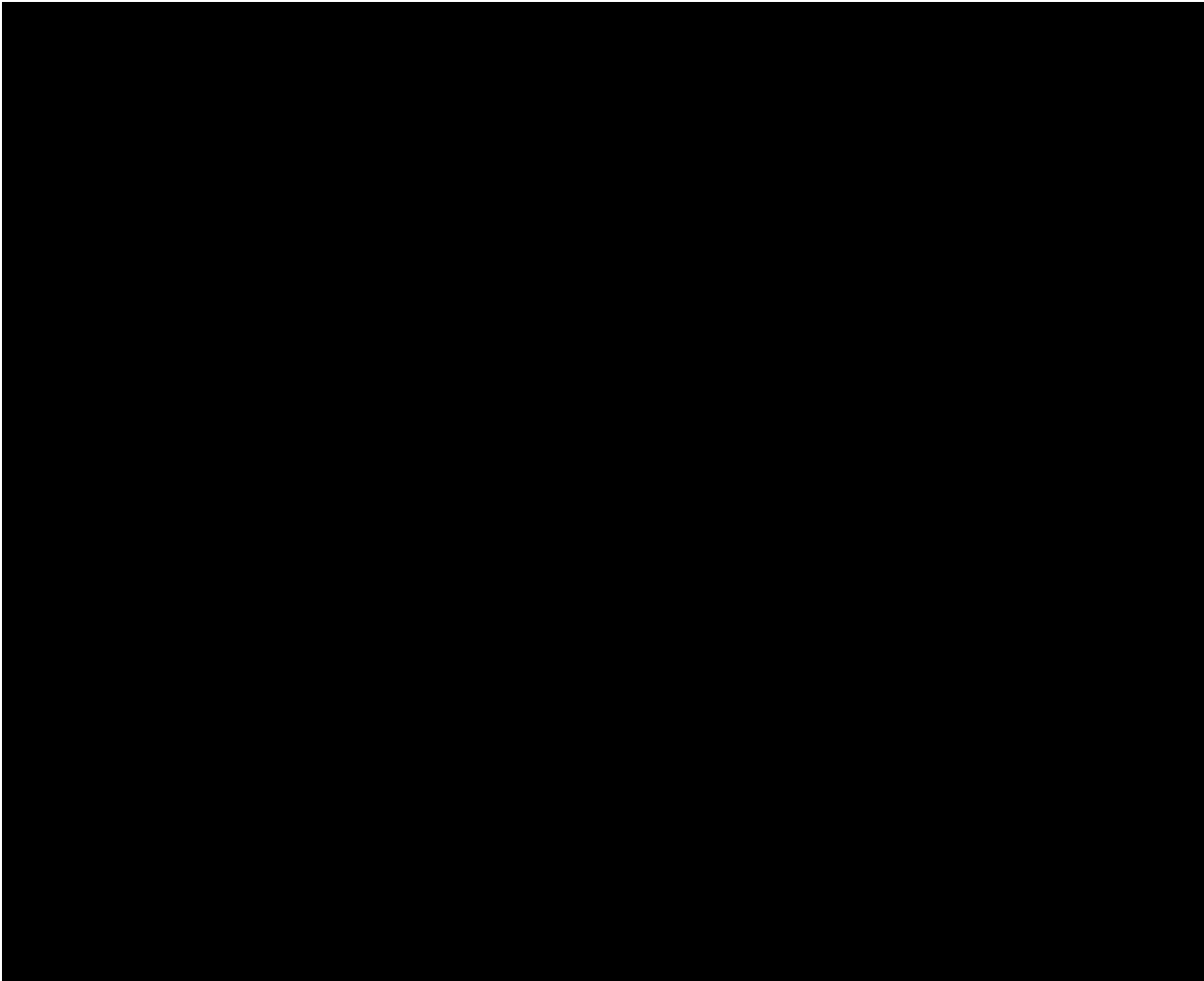
Ø Entry into this facility while under the influence of alcoholic beverages is also prohibited, as is the unauthorized use or abuse of controlled substances.

### **Controlled Access Areas**

Controlled access area is an area where access is physically limited to authorized personnel. The enclosed area is controlled by electronic badge readers and finger print analyzers so that only authorized personnel can access the room. There will be separate rooms for packaging, the safe, and break area that will all have different access keys so that only authorized employees can enter certain areas. Cameras will be set up throughout the store as well as around the perimeter of the store so that every area is recorded and stored. The cameras will be monitored by one of the security guards at all times during hours of store operation.

Entrance into the building will be guarded by security members behind a bulletproof glass window. The patient will then slide their card into a metal bin where the guard will receive it and analyze to see if it is authentic. Once verified the guard will push a release button for the reinforced door to the dispensary, only one patient will be able to enter at a time. Our controlled access areas will be modeled off of current controlled access systems, and is comparable to the model that Correctional Facilities employ within their high-security buildings. All limited and controlled access areas will be developed and managed by our security manager and security coordinators.

- The controlled access area will be controlled by “buzz and entry” systems. These systems utilize fail-secure locks and electromagnetic locks that will not release even during power failure.



## **Transportation**

### **Transportation**

Only qualified and registered dispensary agents will transport cannabis on behalf of our dispensary. This job will be reserved to at most 2 people in order to reduce liability. Our process and policies for transporting medicinal cannabis are as follows:

- Transportation of products will be by armored and secured vehicles. Drivers will be licensed by the state of Connecticut to carry an unconcealed weapon. We are in the process of securing this position to a retired law-enforcement official.

- Upon transporting of cannabis from one facility to another, the dispensary must weigh, inventory, and account for the cannabis on video before transport; and then reweigh, inventory, and account on video upon arrival.
- Any discrepancies must be documented and reported to the Department and law enforcement within 24 hours.
- Any accidents or issues must be reported to the Department and appropriate law enforcement within 24 hours.
- All transports must be documented with a shipping manifest, with copies being preserved at the origination and destination facilities, as well as during transport.
- Medicinal cannabis must be transported in a locked, secured, storage compartment that is a part of the vehicle, and may not be visible or within view from the outside of the vehicle.
- The vehicle absolutely cannot bear markings that would signal it was transporting cannabis.
- No stops will be made in transporting cannabis.
- If an emergency stop shall be made, a detailed record must be kept delineating the reason, the length of the stop, and activities.
- All delivery times and routes should be at random to reduce theft.
- All deliveries require 2 dispensary agents in the vehicle.
- Each agent must maintain a secure form of communication with personnel at both sites.
- Vehicle must have a GPS monitoring device monitored by the dispensary.

# Target Market

## Market Overview

BioRelief Pharmaceuticals will cater to the rapidly expanding population of Connecticut Medical Marijuana cardholders who wish to access regulated, safe, and consistent supplies of Medical Cannabis, edibles, oils, and related products. The target market is one that has experienced sufficient and rapid growth due to the emerging industry of Medical Cannabis, as well as the high demand of patients who are looking to purchase medicine from licensed storefronts. State and physician registered patients are expected to reach into the tens of thousands by the end of the year, and will reach a plateau within the hundreds of thousands within the coming years. In other states where closely regulated medical marijuana laws are present, such as Colorado, Washington, Vermont, and California, there is a high volume of patients who purchase medically endorsed cannabis regularly, generating millions of dollars in revenue for licensed storefronts. In Colorado, whose laws are newly implemented this year, the number of registered patients has already reached 106,817, while 223,693 new patient applications have been received and are awaiting approval. Within many of the states who have active medical marijuana programs, the average age of cardholders is 42 years old, and must qualify under a list of debilitating conditions to be able to purchase goods.

### Debilitating Medical Conditions include:

- Cancer
- Glaucoma
- Positive Status for Human Immunodeficiency Virus or Acquired Immune Deficiency Syndrome
- Parkinson's disease
- Multiple Sclerosis
- Damage to the Nervous Tissue of the Spinal Cord with Objective Neurological Indication of Intractable Spasticity
- Epilepsy
- Cachexia
- Wasting Syndrome
- Crohn's disease
- Post Traumatic Stress Disorder

In regards to debilitating medical conditions, Connecticut is a state in which cancer and pre cancerous conditions are exceedingly higher than other areas. Pain management for these conditions generally includes harmful and generally debilitating doses of pain medicines that include opiates and other prescription narcotics. An overwhelming majority of these patients do not like the current treatment and pain management regimen and would rather opt for the usage of medical marijuana. This is the first finalized list of qualifying conditions, however amendments can and will be made. Our company, prescribing doctors,



and other members of the industry can all petition for the addition of other diseases or ailments. Some amendments of specialized interest include psychiatric diagnosed conditions such as Generalized Anxiety Disorders, Depressive Disorder, and even ADHD.

## **Market Growth**

### **Key Customers**

Consumers include qualified and registered patients with a wide range of debilitations and illnesses. This includes a wide variety of customers who seek alternative medicine, current users, and recreational users.

When all cancer sites are averaged together, Connecticut ranks second in the nation for the highest rates of cancers among females. Males in Connecticut are not far behind, placing fourth in the nation, after lung cancer is removed from the averages. While Connecticut had the second-highest incidence of breast cancer in the nation in 2008, the state ranks 35th in the nation in breast cancer mortality.

### **Patient Development Plan**

As soon as BioRelief Pharmaceuticals and its affiliated retail dispensaries are established and opened within the community, rapid word-of-mouth marketing between patients will occur. This will generate a prominent customer base for the sales of the medical marijuana that BioRelief Pharmaceuticals will develop. Our company will develop and establish a comprehensive patient outreach program that will act both individually, and in conjunction with other dispensaries and Patient ID centers.

Our main objective within the initial stages of company and business development will be to identify current and prospective prescribing doctors and establish positive business relationships to build a customer base. In addition to this, we will reach out to other doctors within a 30 mile radius and provide education and information on the benefits and usage of prescribing medical marijuana. Because this is a new and emerging industry, many doctors are unaware of the physical and mental health benefits of medical marijuana. Within this area of company development, our job almost mimics a Pharmaceutical Representatives we will educate these professionals on the usage and widespread benefits of medical marijuana. Through this, our company will create and maintain a dedicated source of patients, prescription, and physician referrals.

Additional services and a wide degree of patient support will also be present within our facilities. Staff members will offer support and services regarding

health education issues that will incorporate the appropriate, proper, and safe usage of medicinal cannabis to the patients and patient support groups.

BioRelief Pharmaceuticals is a group of individuals dedicated to enhancing the quality of life for individuals who experience terminal illness, chronic pain, or suffer from disease, injury, or other illnesses that are debilitating and can benefit from prescribed medicinal cannabis. BioRelief will aid qualifying patients and licensed individuals by providing and dispensing the highest quality, and purest form of medicinal cannabis available. BioRelief will also provide customer and patient support and information about services and products in a discreet, secure, and clean facility. BioRelief will emphasize the ongoing distribution of information regarding health education, affordable medications, patient care, and associated medical services. In conjunction with this, BioRelief will encourage patients to visit and participate in, on and offsite programs and support groups regarding pain management, group and individual counseling sessions, and muscular therapy.

BioRelief Pharmaceuticals will maintain an updated website as well as have a monthly newsletter communications to its patient and customer base.

# Strategy and Implementation

## SWOT Analysis

### Strengths

The SWOT analysis provides us with an opportunity to examine the internal strengths and weaknesses the Center must address. It also allows us to examine the opportunities presented to the Center as well as potential threats that lie beyond its control.

The following strengths are internal to BioRelief Pharmaceuticals:

- Qualified, professional management team with backgrounds in the medical marijuana industry, security, business, and management.
- Proven model of patient---centered approach with strong emphasis on health, wellness, and healing.
- Strong community and professional support team.
- Heavy reliance on financial and operations data, systems, and outside consultants

(e.g. QuickBooks, inventory control, POS system).

- Sophisticated merchandising approach: packaging, labeling, display, etc.
- An ideal location would be in Hartford County, a densely populated area, and is accessible to every major highway.
- Facility with adequate space for patient support programs, dispensary section, and a cultivation area.
- Strong board of directors who are focused on fulfilling the company's mission and meeting community needs.
- Good working relationships with area law enforcement and a dedication to community excellence.
- Principal owner's belief in compassionate care is based on personal experience.

### Weaknesses

The following weaknesses are internal to BioRelief Pharmaceuticals:

- Lack of comprehensive market data.
- Unclear marketing protocols for potential alliances and professionals who may be in a position to refer patients.

## Opportunities

The following are opportunities BioRelief Pharmaceuticals can leverage that lie outside of its organization or control:

- General public acceptance of cannabis use as a viable and safe medicine is growing.
- New federal administration policies toward legal dispensaries are more tolerant.
- There is still a significant underserved market in the Hartford area.
- The company can continue to build and strengthen alliances with medical providers (AIDS, cancer and general health), counselors and others in the wellness industry.
- The size of the State and County is small, which will help the company connect well with the community and more easily generate awareness.
- There will be limited or no competition, which creates predictability and enables management to divert resources into better serving patients.

## Threats

The following factors represent potential threats that lie outside the company's organization and control.

- There are still significant preconceived negatives by society at large about medical cannabis use. The company will continue to monitor trends and work to effect change through high operational standards, good community relations and by playing an active role in changing public attitudes about medical cannabis.
- The dynamic tension between federal and state government regarding legalities of medical cannabis is not fully resolved. While raids are unlikely, particularly in view of BioRelief's transparency and legal operation under state and local law, issues with the legality of medical cannabis could re-surface as an issue. The company will continue to remain compliant with state and local ordinances.
- Irresponsible users of cannabis.
- The economy could turn down, dampening overall industry performance.

## Marketing Plan

### Overview

Our companies marketing plan will be multifaceted and in complete compliance to the requirements set forth on pages 71--72 of the DCP regulations.

## Marketing and Sales

### Branding and Positioning

BioRelief Pharmaceutical's approach is designed to better meet the needs of patients who seek a modern, clean, safe and professionally managed facility for obtaining medicine. General differentiators that appeal to patients and customers will include the following:

- **A Strong Focus on Holistic Healing-** Our company emphasizes health and healing—not the drug culture. We are a member-focused community of health care professionals whose mission is to help our members and patients heal, obtain safe medicine, and achieve the highest possible quality of life.
- **Service Orientation-** Our staff will be comprised of industry professionals who are well educated on best standards and practices, and are capable of providing the highest quality of care. Our company is dedicated to service quality and providing a high degree of information to patients in both a consultative and group format.
- **Higher Quality Medicine-** Our management team will focus on selecting, testing, and distributing safe, high-quality medicine grown with organic processes. When the services of an independent laboratory are available to us, medicine will be periodically tested for contaminants, to determine potency, and medicinal properties.
- **Reliance on Informative Merchandising-** Our company will take a personalized approach to dispensing medicine so service is tailored and matched to patients' individual needs. This includes giving patients a variety of choices in neatly arranged cases, packaging product in attractive and labeled informative containers, and allowing patients to see product up close and smell it while making a purchase decision.
- **Use of Current Technology-** We will utilize point-of-sale software and bar-coding technology to help manage its transactions, accounts, security, and track inventory. This technology provides more information and personalized control to help us make informed decisions about how to better serve patients.

## Marketing Objectives

In view of data and opportunities presented within this business plan, the following summarizes general objectives for the company in the coming year of operation:

- (2.) **Increase Public Education-** The company can attract new patients by continuing to educate the local public about cannabis as a viable, safe alternative medicine.
- (3.) **Heighten Standards and Recruit Members-** We plan to increase membership and revenue growth as it improves operations and expands services.
- (4.) **Expand Provider Alliances-** With changing Federal and State attitudes concerning medical marijuana, more physicians are likely to consider recommending medical cannabis to their patients. Our company can undertake additional proactive alliance and strengthening referral strategies and outreach that will result in additional patients becoming members.
- (5.) **Increase Brand Awareness-** An early challenge for a dispensary and production facility is generating awareness and earning high brand loyalty. Our design and service-based programs, based on best practices of leading successful dispensaries, will make us a destination for patients throughout Connecticut and Hartford County.
- (6.) **Maintain Outreach Efforts-** By working with community groups and participating in community events, BioRelief Pharmaceuticals better serves the greater Hartford community. Positively interacting with the community builds awareness, relationships, and cooperation that will lead to increased referrals and member growth. We have dedicated a line item in our budget for investment in worthy community outreach programs, or underfunded programs to help patients and give back to the community in which they live. BioRelief's board will meet regularly to discuss distribution of these community outreach funds and support causes reflective of our mission. Funds will also be distributed to community organizations and needs that are located in the community. A particular focus will also be made on supporting Hartford-based organizations that deliver primary health care services to low-income and indigent patients in the City.

## Marketing/ Promotional Strategy

Many leading dispensaries within other states that maintain medical marijuana legislation have found that word of mouth and a media campaign are two of the

most important ways to attract patients and build industry awareness. Our company will leverage these, coupled with other proven marketing methods as it undertakes the following initiatives to accomplish its stated marketing objectives.

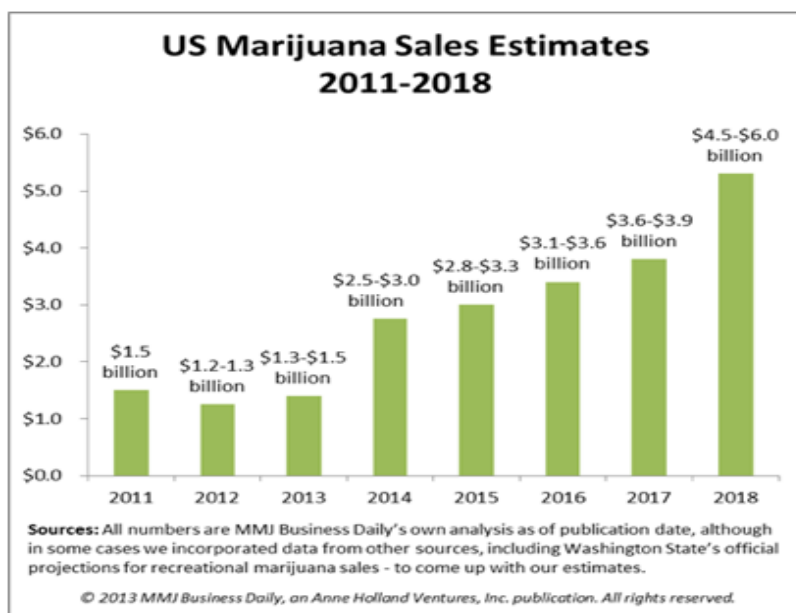
- (c.) **Member Marketing-** BioRelief will actively work to increase membership as well as encourage member loyalty and purchasing behavior by marketing to our member base. Because of the relationship between the dispensary, company, and patients, marketing must be permission-based and low-key. Even so, tasteful communications to members that educate and gently promote are not inappropriate, providing they respect privacy and do not violate any laws or regulations set forth by the Connecticut CPA. Messaging will include on-site promotional material, such as signage, flyers, newsletters, etc. as well as occasional emailed communications to members who have specifically opted in, and access to the company website.
- (d.) **Viral Marketing-** Satisfied members can be the most effective means to promote the company, particularly with its strong brand and role as both producer and dispenser. Therefore, additional and sustained effort will be directed at better leveraging and maintaining its patient population to evangelize on the company's behalf. Our management team will develop a formal referral program that encourages current members to pass on information to friends, family members, and other potential patients. This is particularly important, given that word-of-mouth is the most common answer reported on new patient intake forms when patients are asked to indicate how they heard about a dispensary.
- (e.) **Alliances-** Positive alliances represent a substantial opportunity for our company to both increase awareness and enjoy a stream of referrals from certified physicians. Not only is there little cost associated with alliances, but a strong alliance-building program will continue to produce over time. Our company plans to establish strong alliances with various doctors, hospices, and patient service groups.
  - a. In addition to building these alliance networks, our management team is developing a strategy to reach out to a variety of organizations and health providers who are in contact with prospective patients. Examples include physicians, chiropractors, cancer support groups, AIDS organizations, senior centers, etc. A salient objective of this initiative will be educating alliance partners on the benefits, legalities and

- processes involved with referring people for medical cannabis use. The timeframe we have to build these alliances is particularly ideal now that federal pressure and threats on the industry is easing.
- b. Our company maintains extremely strong ties with a variety of positive industry organizations. BioRelief Pharmaceuticals is an active member of the National Cannabis Industry Association, UFCW, ASA, and NORML.
  - c. These alliances help our company in maintaining industry best practices and standards. These alliances also provide guidance by top industry professionals and organizations as we navigate through the emerging industry of medical cannabis within Connecticut.
- (f.) **Industry Activism-** Additional participation includes formal activism, which helps promote BioRelief Pharmaceuticals in many industry circles, as well as forwards medical cannabis as a legal, safe alternative form of treatment for an array of conditions.
  - (g.) **Public Relations-** Managed coverage in local media is another way our company will work to increase awareness and positive information about its services.
  - (h.) **Sponsorships and Community Participation -** Paid sponsorships and exhibitor opportunities offer our company visibility, and can often present significant exposure well beyond the paid cost of the opportunity. Sponsorships will be specifically targeted at venues where cannabis use is already widely accepted and/or there exists a great need for medical marijuana.

## Sales Plan

The sales strategy will be based on generating and maintaining long term relationships with customers. To facilitate and secure these long-term relationships, we will provide medication at superior prices, and have a consistent supply of medicine in stock for both rapid delivery and storefront pick up. All sales agents and members of the management team will undergo extensive training to provide both friendly and knowledgeable customer service. By sustaining these simple, yet effective, business practices, we expect that our patients and customers will make us their exclusive source for medications and other related products.





## COSTS AND PROFITS

### Dispensary First Year Total Costs

**Budget prepared for: BIORELIEF PHARMACEUTICALS**

**Budget prepared by: Jessica Pelletier**

Nov-13

Expense	Amount	
One-Time Startup Costs	\$15,000	
Application Fee	\$1,000	
Misc.	\$1,000	
Substance Abuse Prevention Program	\$3,000	
Lawyers	\$10,000	
Total Yearly Operating Expenses	\$193,200	(\$16,100/month)
Salaries	\$200,000	(\$16,667/month)
<b>Total First Year Costs</b>	<b>\$423,200</b>	

**Dispensary Costs Per Year****Budget prepared for: BIORELIEF PHARMACEUTICALS****Budget prepared by: Jessica Pelletier**

Nov-13

<b>Expense</b>	<b>Amount</b>	
Lawyers	\$5,000	
Total Yearly Operating Expenses	\$193,200	(\$16,100/month)
Salaries	\$200,000	(\$16,667/month)
<b>Total Company Yearly Costs</b>	<b>\$398,200</b>	

**Dispensary Retail Costs- Monthly Expenses****Budget prepared for: BioRelief Pharmaceuticals****Budget prepared by: Jessica Pelletier**

Nov-13

<b>Monthly Expenses</b>	<b>Amount</b>
Store Rent	\$2,000
Advertising	\$1,000
Utilities	\$1,000
Salaries (2 employees)	\$7,000
Payroll taxes and employee benefits	\$2,500
Vaccum Bags & Containers	\$100
Insurance	\$1,000
Security	\$1,000
Misc	\$500
<b>Total Monthly Expenses</b>	<b>\$16,100</b>
<b>Total Yearly Expenses</b>	<b>\$193,200</b>

**Gross Yearly Profit: 1440 Model**

Prepared for: BIORELIEF

PHARMACEUTICALS

Prepared by: Jessica Pelletier

Nov-13

	Expense	Units (lbs./year)	Cost per Unit	Total Inventory Cost
Medical Marijuana		1,440	\$2,000	\$2,880,000

Sales	Units (lbs./year)	Cost per Unit	Total Annual Sales
Medical Marijuana	1,440	\$5,640	\$8,121,600

Total Sales	\$8,121,600	
Cost of Goods	\$2,880,000	
<b>GROSS PROFIT</b>	<b>\$5,241,000</b>	\$436,750/month

**Gross Yearly Profit: 720 Model**

Prepared for: BIORELIEF

PHARMACEUTICALS

Prepared by: Jessica Pelletier

Nov-13

	Expense	Units (lbs./year)	Cost per Unit	Total Inventory Cost
Medical Marijuana		720	\$2,000	\$1,440,000

Sales	Units (lbs./year)	Cost per Unit	Total Annual Sales
Medical Marijuana	720	\$5,640	\$4,060,800

Total Sales	\$4,060,800	
Cost of Goods	\$1,440,000	
<b>GROSS PROFIT</b>	<b>\$2,620,800</b>	\$218,400/month

**Net Earnings: 1440 Model****Prepared for: BIORELIEF PHARMACEUTICALS****Prepared by: Jessica Pelletier**

Nov-13

Gross Profit	\$5,241,000
Total First Year Costs	\$423,200
<b>NET INCOME</b>	<b>\$4,817,800</b>

**Net Earnings: 720 Model****Prepared for: BIORELIEF PHARMACEUTICALS****Prepared by: Jessica Pelletier**

Nov-13

Gross Profit	\$2,620,800
Total First Year Costs	\$423,200
<b>NET INCOME</b>	<b>\$2,197,600</b>

## **D. PROPOSED MARKETING PLAN**

## SWOT ANALYSIS

The SWOT analysis provides us with an opportunity to examine the internal strengths and weaknesses the Center must address. It also allows us to examine the opportunities presented to the Center as well as potential threats that lie beyond its control.

### **Strengths**

The following strengths are internal to BioRelief Pharmaceuticals:

- Qualified, professional management team with backgrounds in the medical marijuana industry, security, business, and management.
- Proven model of patient-centered approach with strong emphasis on health, wellness, and healing.
- Strong community and professional support team.
- Heavy reliance on financial and operations data, systems, and outside consultants (i.e. QuickBooks, inventory control, POS system).
- Sophisticated merchandising approach: packaging, labeling, display, etc.
- Ideal location in Hartford County, situated within a densely populated area, and accessible to every major highway and methods of public transportation.
- Facility with adequate space for patient support programs and dispensary retail space.
- Strong board of directors who are focused on fulfilling the company's mission and meeting community needs.
- Good working relationships with area law enforcement and a dedication to community excellence, and complete transparency.
- Principal owner's belief in compassionate care is based on personal experience.
- Maintain a strong partnership with the industry union UFCW (United Food and Commercial Workers), and ASA (Americans for Safe Access).

### **Weaknesses**

The following weaknesses are internal to BioRelief Pharmaceuticals:

- a. Lack of comprehensive market data.
- b. Unclear marketing and communication protocols for potential alliances and professionals who may be in a position to refer patients.

### **Opportunities**

The following are opportunities BioRelief Pharmaceuticals can leverage that lie outside of its organization or control:

- a. General public acceptance of cannabis use as a viable and safe

- medicine is growing.
- b. New federal administration policies toward legal dispensaries are more tolerant towards medical patients, caregivers, and medical dispensaries.
  - c. There is a significant underserved market in the Hartford area.
  - d. The company can continue to build and strengthen alliances with medical providers (AIDS, cancer and general health), counselors and others within the wellness industry.
  - e. The size of the State and county is small, which will help the company connect well with the community, and more easily generate awareness.
  - f. There will be limited competition, which creates predictability and enables management to divert resources into better serving patients.

### **Threats**

The following factors represent potential threats that lie outside the company's organization and control:

- There are still significant preconceived negatives by society at large about medical cannabis use. The company will continue to monitor trends and work to effect change through high operational standards, good community relations and by playing an active role in changing public attitudes about medical cannabis.
- The dynamic tension between federal and state government regarding legalities of medical cannabis is not fully resolved. While raids are unlikely, particularly in view of BioRelief's transparency and legal operation under state and local law, issues with the legality of medical cannabis could re-surface as an issue. The company will continue to remain compliant with state and local ordinances, while also working with the industry coalition to make improvements.
- Irresponsible users of cannabis.
- The economy could turn down, dampening overall industry performance.

## **BRANDING AND POSITIONING**

BioRelief Pharmaceutical's approach is designed to better meet the needs of patients who seek a modern, clean, safe and professionally managed facility for obtaining medicine. General differentiators that appeal to patients and customers will include the following:

- **A Strong Focus on Holistic Healing-** Our company emphasizes health and healing—not the drug culture. We are a member-focused community of health care professionals whose mission is to help our members and patients heal,

obtain safe medicine, and achieve the highest possible quality of life.

- **Service Orientation-** Our staff will be comprised of industry professionals who are well educated on best standards and practices, and are capable of providing the highest quality of care. Our company is dedicated to service quality and providing a high degree of information to patients in both a consultative and group format.
- **Higher Quality Medicine-** Our management team will focus on selecting, testing, and distributing safe, high-quality medicine grown with organic processes. When the services of an independent laboratory are available to us, medicine will be periodically tested for contaminants, to determine potency, and medicinal properties.
- **Reliance on Informative Merchandising-** Our company will take a personalized approach to dispensing medicine so service is tailored and matched to patients' individual needs. This includes giving patients a variety of choices in neatly arranged cases, packaging product in attractive and labeled informative containers, and allowing patients to see product up close and smell it while making a purchase decision.
- **Use of Current Technology-** We will utilize point-of-sale software and bar-coding technology to help manage its transactions, accounts, security, and track inventory. This technology provides more information and personalized control to help us make informed decisions about how to better serve patients.

## MARKETING OBJECTIVES

In view of data and opportunities presented within this business plan, the following summarizes general objectives for the company in the coming year of operation:

- **Increase Public Education-** The company can attract new patients by continuing to educate the local public about cannabis as a viable, safe alternative medicine.
- **Heighten Standards and Recruit Members-** We plan to increase membership and revenue growth as it improves operations and expands services.
- **Expand Provider Alliances-** With changing Federal and State attitudes concerning medical marijuana, more physicians are likely to consider



recommending medical cannabis to their patients. Our company can undertake additional proactive alliance and strengthening referral strategies and outreach that will result in additional patients becoming members.

- **Increase Brand Awareness-** An early challenge for a dispensary and production facility is generating awareness and earning high brand loyalty. Our design and service- based programs, based on best practices of leading successful dispensaries, will make us a destination for patients throughout Connecticut and Hartford County.
- **Maintain Outreach Efforts-** By working with community groups and participating in community events, BioRelief Pharmaceuticals better serves the greater Hartford community. Positively interacting with the community builds awareness, relationships, and cooperation that will lead to increased referrals and member growth. We have dedicated a line item in our budget for investment in worthy community outreach programs, or underfunded programs to help patients and give back to the community in which they live. BioRelief's board will meet regularly to discuss distribution of these community outreach funds and support causes reflective of our mission. Funds will also be distributed to community organizations and needs that are located in the community. A particular focus will also be made on supporting Hartford-based organizations that deliver primary health care services to low-income and indigent patients in the City.

### **Marketing/ Promotional Strategy**

Many leading dispensaries within other states who maintain medical marijuana legislation have found that word of mouth and a media campaign are two of the most important ways to attract patients and build industry awareness. Our company will leverage these, coupled with other proven marketing methods as it undertakes the following initiatives to accomplish its stated marketing objectives.

- **Member Marketing-** BioRelief will actively work to increase membership as well as encourage member loyalty and purchasing behavior by marketing to our member base. Because of the relationship between the dispensary, company, and patients, marketing must be permission-based and low-key. Even so, tasteful communications to members that educate and gently promote are not inappropriate, providing they respect privacy and do not violate any laws or regulations set forth by the Connecticut CPA. Messaging will include on-site promotional material, such as signage, flyers, newsletters, etc. as well as occasional emailed communications to members who have specifically opted in, and access to the company website.
- **Viral Marketing-** Satisfied members can be the most effective means to promote the company, particularly with its strong brand and role as both producer and dispenser. Therefore, additional and sustained effort will be directed at better leveraging and maintaining its patient population to

evangelize on the company's behalf. Our management team will develop a formal referral program that encourages current members to pass on information to friends, family members, and other potential patients. This is particularly important, given that word-of-mouth is the most common answer reported on new patient intake forms when patients are asked to indicate how they heard about a dispensary.

- **Alliances-** Positive alliances represent a substantial opportunity for our company to both increase awareness and enjoy a stream of referrals from certified physicians. Not only is there little cost associated with alliances, but a strong alliance-building program will continue to produce over time. Our company plans to establish strong alliances with various doctors, hospices, and patient service groups.
  - In addition to building these alliance networks, our management team is developing a strategy to reach out to a variety of organizations and health providers who are in contact with prospective patients. Examples include physicians, chiropractors, cancer support groups, AIDS organizations, senior centers, etc. A salient objective of this initiative will be educating alliance partners on the benefits, legalities and processes involved with referring people for medical cannabis use. The timeframe we have to build these alliances is particularly ideal now that federal pressure and threats on the industry is easing.
  - Our company maintains extremely strong ties with a variety of positive industry organizations. BioRelief Pharmaceuticals is an active member of the National Cannabis Industry Association, UFCW, ASA, and NORML.
  - These alliances help our company in maintaining industry best practices and standards. These alliances also provides guidance by top industry professionals and organizations as we navigate through the emerging industry of medical cannabis within Connecticut.
- **Industry Activism-** Additional participation includes formal activism, which helps promote BioRelief Pharmaceuticals in many industry circles, as well as forwards medical cannabis as a legal, safe alternative form of treatment for an array of conditions.
- **Public Relations-** Managed coverage in local media is another way our company will work to increase awareness and positive information about its services.
- **Sponsorships and Community Participation** - Paid sponsorships and exhibitor opportunities offer our company visibility, and can often present significant exposure well beyond the paid cost of the opportunity. Sponsorships will be specifically targeted at venues where cannabis use is already widely accepted and/or there exists a great need for medical marijuana.

## **Sales Plan**

The sales strategy will be based on generating and maintaining long-term relationships with customers. To facilitate and secure these long-term relationships, we will provide medication at superior prices, and have a consistent supply of medicine in stock for both rapid delivery, and storefront pick up. All sales agents and members of the management team will undergo extensive training to provide both friendly and knowledgeable customer service. By sustaining these simple, yet effective business practices we expect that our patients and customers will make us their exclusive source for medications and other related products.

## **PROVIDING PATIENT EDUCATION**

Our company will provide a variety of different educational materials to patients and caregivers, and will be made available in different languages and in formats suitable for hearing and vision-disabled persons. The following content will be covered in the educational material:

- Warnings on driving under the influence of cannabis, and operating machinery.
- Education on diversion prevention and how to dispose of unused cannabis.
- Details on substance abuse recognition and treatment.
- Information on tolerance, dependence, and withdrawal.
- Information on the types of cannabis available, and the different methods of ingestion.
- How potency can affect people in different ways.
- Dosage and titration information for different types of cannabis products, focusing on using the least amount available to achieve desired results.
- Medicine tracking forms for patients and caregivers to document their experience with different types of medicines.
- Clear warnings that the FDA has not approved cannabis for medical use, that there are dangers in using cannabis, and the importance of keeping it away from kids.

## **PACKAGING AND LABELING**

The packaging and labeling requirements are fairly strict, given the standards in other programs.

- A. All medicine will be packaged in plain, opaque, tamper-proof containers.

- B. Special label software will need to be designed to print all of the required information on each individual package of cannabis that leaves the dispensary.
- C. Individual patient information, dispensary information, quantity, packaging date, test results, statement of testing for contamination, and FDA statement, and prominent warnings will all have to be placed on every package.
- D. Printed packaging with the information that goes on every package combined with a label for that particular transaction will be the easiest solution.
- E. For edibles, other warnings that are specific to food preparation must also be present, as well as how much cannabis is used to make the product.
- F. Food-based medicines cannot resemble and product commercially available as a candy.
- G. Bar codes and/or batch numbers are required on all packaging.

### **LOGOS AND SIGNAGE**

Our dispensary will not advertise our products and services openly. We will incorporate a logo for use on labeling, signage, and materials.

- Our logo will be indicative of wellness but not incorporate references to or pictures of cannabis or cannabis plants.
- There will be no displays advertising cannabis, branding, or cannabis related graphics on the exterior of the facility.
- No products will be visible from the exterior of the building.

### **SIGNAGE:**

One of these two proofs will be the signage on the exterior of the facility:

**Proof 1:**



**BIORELIEF PHARMACEUTICALS**

**Proof 2:**

**BIORELIEF PHARMACEUTICALS**

### **Logos**

The following four logos will be BIORELIEF PHAMRACEUTICALS official logo:

LOGO ONE:



**BIORELIEF PHARMACEUTICALS**

LOGO TWO:

**BIORELIEF PHARMACEUTICALS**

LOGO THREE:



**BIORELIEF**  
**PHARMACEUTICALS**

**LOGO FOUR:****Marketing and Educational Proofs:**

The following educational materials comprise a part of BIORELIEF'S marketing and outreach plans:

# BIORELIEF PHARMACEUTICALS

## EDUCATIONAL MATERIAL PROOF

### THE MARIJUANA INDUSTRY

- In states where the medical industry has blossomed, jobs are being created, taxes are being paid, and thriving new businesses are making a positive impact on local economies. In comparison, the prohibition of marijuana has created a black market.
- The quasi-legal status of marijuana keeps consumer prices high because of continued risk to suppliers. As the legal market emerges, supply and demand will dictate consumer prices.

### A PENNY SAVED

- It costs a lot of money to employ law enforcement to arrest, attorneys to prosecute, and for the prison union lobby to incarcerate the country's medical marijuana users.

### NOT SO NICHE A MARKET

- A CNN/Time poll from October 2002 revealed 80 percent of Americans, "think adults should be allowed to legally use marijuana for medical purposes if their doctor prescribes it." Illness touches every corner of our communities, so it is incorrect to classify marijuana as a "niche" or "limited" market.

### CANNABUSINESS

- One interesting aspect of the marijuana industry is seeing the once clandestine marijuana producer develop a legal tax-paying business. There is a growing desire for marijuana providers to be accepted as normal members of the community.



## GOVERNMENT REVENUES

- The commercialization of medical marijuana through dispensaries benefits local economies and state and local government revenues. Rather than a “nuisance” issue for local governments, medical marijuana is an economic dynamo. The California State Board of Equalization estimates that over \$100 million in tax revenue is paid on the sale of medical marijuana every year. In 2010 Colorado collected \$7.34 million just in application fees for medical marijuana businesses.
- In California more than 100,000 people earn a living from medical marijuana.

## SUPPORTING INDUSTRIES

- Gardeners want to optimize their production and are willing to spend more than farmers for most crops. Many specialty products are available to enhance yield and quality.
- Doctors who specialize in marijuana referrals also thrive. Dr. Tod Mikuriya opened the first full- time marijuana consultation clinic in California
  - Quality control is also emerging as a growth industry. Analytical laboratories test for contaminants and levels of THC, CBD, and other cannabinoids. The DEA imposes restrictions on registered labs, making it impossible for them to perform these tests for growers and dispensaries. Marijuana-specific laboratories fill the void.
- Marijuana businesses employ consultants, accountants, and attorneys. Industry-specific publications provide information to patients and dispensary owners.

## MARIJUANA JOBS

- The marijuana industry creates jobs. Producers of marijuana employ people with various skills to tend to the gardens, harvest, and trim the crop. Delivery services and private caregivers are paid to provide marijuana and related care to patients.

# BIORELIEF PHARMACEUTICALS

## MARKETING PROOFS

### SKUNK HAZE



CBD Rich Sativa/Indica hybrid

Fluffy Nuggs, Super Medical, 450+g/m<sup>2</sup> yield with a classic old school skunk haze taste. - need we say more? CBD Skunk Haze is take the old classic Skunk Haze and enhances it's CBD whilst reducing THC. This perfect CBD:THC ratio gives CBD Skunk Haze some awesome medical properties.

5% CBD

Highly Medical

450 g/m<sup>2</sup>

Sativa/Indica Hybrid

### CBD SHARK



This is CBD rich version of Shark Shock, a White Widow x Skunk #1 hybrid. The CBD version produces fast flowering, short yet strong plants. Yields are increased by growing a little longer than necessary. This is a fruity strain with subtle notes of onion and garlic.

THC Content: 6%

CBD Content: 6%

Yield: 400 g/m



## **NORDLE**

Nordle *Feminized* is a new version of classic Afghan Skunk. Other than the CBD infusion, this Indica is much the same. It's covered in hashy resin and tastes of fruit and fresh chives. A CBD-Enriched Version of Afghan Skunk.

500 gr/m<sup>2</sup> in 8 Weeks

5.5% THC & 5.5% CBD

Fruity with Notes of Fresh Chives



## **CRITICAL MASS**

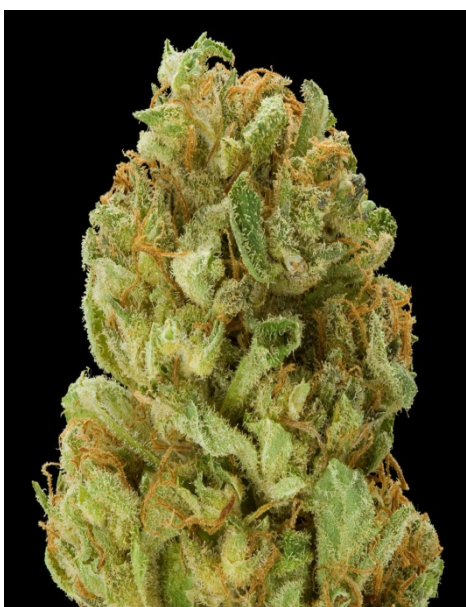
Critical Mass *Feminized* is a high-yielding Indica that oozes honey-sweet nuggs with an intense, complex aroma. If you do it right, this one can keep your shelves stocked for ages!

A CBD-Enriched Version of Critical Mass *Feminized*

500 gr/m<sup>2</sup> in 8 Weeks

5% THC & 5% CBD

Honey Sweet Flavour



## **CANNATONIC**

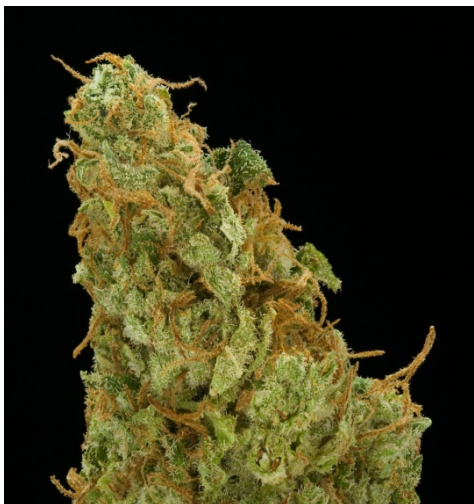
The best of both worlds, a phenotype selected from the hybrid cross between a female MK Ultra (F1) and the famous G13 Haze male. Grows like an Indica, smells like a Sativa.

Indica/Sativa: 50/50

THC: 20-25%

CBD: 8%

Yield Indoor: 500 gr per m

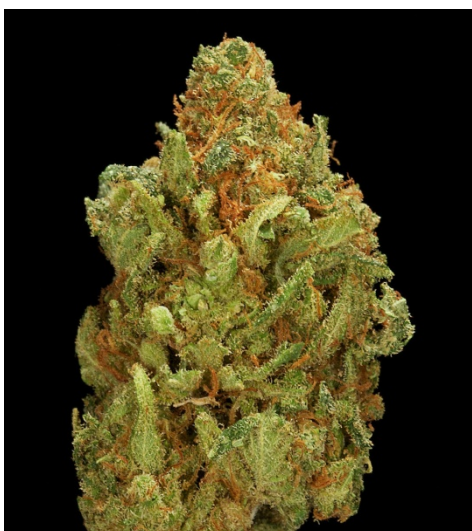


### **JAMAICAN LION**

Jamaican Lion is a sativa with a light, ripe, grassy scent and taste, is the first CBD-rich strain that I have tried. Jamaican Lion offers a unique combination of clarity and relaxation. Pain and anxiety melt away, leaving me comfortably mellow. It's calming and uplifting, and it seems to subtly enhance perception, focus, and creativity.

CBD: 9%

THC: 6%



### **HARLEQUIN**

Harlequin is one of the more interesting strains that I've come across lately. With a relatively low THC content – 2-5% – and with an unusually high CBD content – 5-10% and sometimes higher – this is a truly medicinal strain that relaxes and soothes the body, making it perfect for pain relief



### **GHOST RIDER**

The Ghost Rider strain has a very dry and musky smell to it, similar to strains derived from haze. The texture of these high CBD buds is drier than normal, most likely from the unique aging process required to boost the CBD percentages.

CBD: 18%

THC: 9%

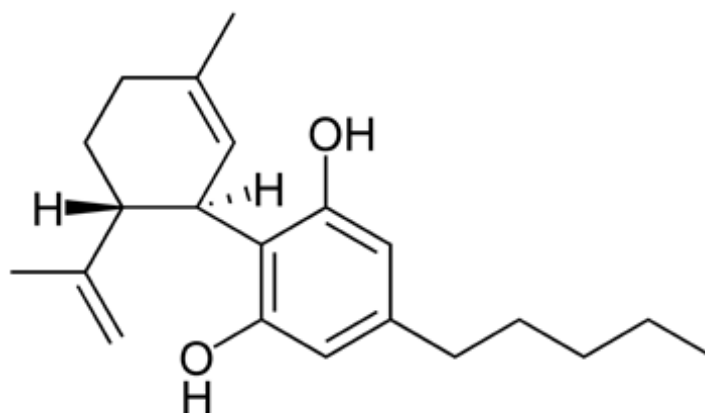


## SOUR TSUNAMI

Sour Tsunami is a strain that became famous for being one of the first to be specifically bred for high CBD rather than THC content. The result is a strain that's effective at treating pain and inflammation without producing a significant "high" that is linked to high THC. Sour Tsunami CBD levels test as high as 10 or 11%, while THC is usually under 10%. This sativa-dominant hybrid flowers within 9 weeks, producing dense, dark green buds with dark green and purple-tinged leaves. The buds have a familiar musky diesel smell with sweet undertones.

## WHAT EXACTLY IS CBD?

CANNABIDIOL (CBD) IS A CANNABINOID FOUND IN CANNABIS:



Cannabidiol (CBD) is one of the main cannabinoids present in the naturally growing populations and in the industrially cultivated varieties of *Cannabis sativa* L. CBD is not psychoactive and has

several pharmacological properties, among others it acts as a powerful anti-inflammatory and antioxidant compound.

**\*\*\*MOST INFORMATION GATHERED FROM [HTTP://CBDcrew.org/varieties/](http://CBDcrew.org/varieties/). THE CBD CREW IS A JOINT VENTURE BETWEEN MR. NICE SEEDBANK AND RESIN SEEDS AIMED TO PRODUCE 100% CBD-RICH SEEDS FOR MEDICAL MARIJUANA PATIENTS.**

CBD-crew was created to help patients grow Cannabis varieties that are CBD-rich. Project CBD is a California based non-profit educational service dedicated to promoting and publicizing research into the medical utility of cannabidiol (CBD), defined CBD-rich in the following way:

- For purposes of data collection, “CBD-rich” has been defined **as 4% or more CBD**, regardless of THC content.
- The amount of CBD that a given strain contains isn’t the only factor influencing the effects it will exert when ingested.
- The ratio of CBD to THC may be as or more important. Terpenoid and flavonoid content also appear to be very important.

**E. FINANCIAL STATEMENTS AND ORGANIZATIONAL  
STRUCTURE**


**SECRETARY OF THE STATE OF CONNECTICUT**

MAILING ADDRESS: COMMERCIAL RECORDING DIVISION, CONNECTICUT SECRETARY OF THE STATE, P.O. BOX 150470, HARTFORD, CT 06115-0470  
 DELIVERY ADDRESS: COMMERCIAL RECORDING DIVISION, CONNECTICUT SECRETARY OF THE STATE, 30 TRINITY STREET, HARTFORD, CT 06108  
 PHONE: 860-509-6003 WEBSITE: [www.comrecd-sots.ct.gov](http://www.comrecd-sots.ct.gov)

**ARTICLES OF ORGANIZATION  
 LIMITED LIABILITY COMPANY - DOMESTIC**

C.G.S. §§34-120; 34-121

USE INK. COMPLETE ALL SECTIONS. PRINT OR TYPE. ATTACH 8 1/2 X 11 SHEETS IF NECESSARY.

<b>FILING PARTY</b> (CONFIRMATION WILL BE SENT TO THIS ADDRESS): NAME: <b>Jessica Pelletier</b> ADDRESS: <b>97 Fox Hill Drive</b> CITY: <b>Rocky Hill</b> STATE: <b>CT</b> ZIP: <b>06067</b>		<b>FILING FEE: \$120</b> MAKE CHECKS PAYABLE TO "SECRETARY OF THE STATE"
<b>1. NAME OF LIMITED LIABILITY COMPANY - REQUIRED:</b> (MUST INCLUDE BUSINESS DESIGNATION I.E. LLC, L.L.C., ETC.) <b>BIORELIEF PHARMACEUTICALS LLC.</b>		
<b>2. DESCRIPTION OF BUSINESS TO BE TRANACTED OR PURPOSE TO BE PROMOTED - REQUIRED:</b> ATTACH 8 1/2 X 11 SHEETS IF NECESSARY. <b>BIORELIEF PHARMACEUTICALS will be a licensed dispensary of medical marijuana. "Licensed Dispensary" or "Dispensary" means a person licensed as a dispensary pursuant to the General Statutes of Connecticut, Title 21a, chapter 420f Palliative Use of Marijuana, section 21a-408h.</b>		
<b>3. LLC'S PRINCIPAL OFFICE ADDRESS - REQUIRED:</b> (NO P.O. BOX) PROVIDE FULL ADDRESS. "SAME AS ABOVE" NOT ACCEPTABLE. ADDRESS: <b>97 Fox Hill Drive.</b> CITY: <b>Rocky Hill</b> STATE: <b>CT</b> ZIP: <b>06067</b>		
<b>4. MAILING ADDRESS, IF DIFFERENT THAN #3:</b> PROVIDE FULL ADDRESS. "SAME AS ABOVE" NOT ACCEPTABLE. ADDRESS: CITY: STATE: ZIP:		
<b>5. APPOINTMENT OF STATUTORY AGENT FOR SERVICE OF PROCESS - REQUIRED:</b> (COMPLETE A OR B NOT BOTH) <input checked="" type="checkbox"/> <b>A. IF AGENT IS AN INDIVIDUAL.</b> PRINT OR TYPE FULL LEGAL NAME: <b>Jessica Nicole Pelletier</b>		
<b>BUSINESS ADDRESS</b> (P.O. BOX NOT ACCEPTABLE) IF NONE, MUST STATE "NONE" ADDRESS: <b>None</b> CITY: STATE: ZIP:	<b>CONNECTICUT RESIDENCE ADDRESS</b> (P.O. BOX NOT ACCEPTABLE) ADDRESS: <b>97 Fox Hill Drive</b> CITY: <b>Rocky Hill</b> STATE: <b>CT</b> ZIP: <b>06067</b>	
<b>SIGNATURE ACCEPTING APPOINTMENT:</b>		



<input type="checkbox"/> <b>B. IF AGENT IS A BUSINESS:</b> <b>PRINT OR TYPE NAME OF BUSINESS AS IT APPEARS ON OUR RECORDS:</b>			
<b>CT BUSINESS ADDRESS</b> (P.O. BOX UNACCEPTABLE)			
ADDRESS:			
CITY:			
STATE:		ZIP:	
<b>SIGNATURE ACCEPTING APPOINTMENT ON BEHALF OF AGENT:</b>			
<div style="border: 1px solid black; height: 20px;"></div>			
<b>PRINT NAME &amp; TITLE OF PERSON SIGNING:</b>			
<div style="border: 1px solid black; padding: 2px;">Jessica Pelletier, C.E.O and President, Chairman of the Board</div>			
<b>6. MANAGER OR MEMBER INFORMATION-REQUIRED:</b> (MUST LIST AT LEAST ONE MANAGER OR MEMBER OF THE LLC.) <small>ATTACH 8 1/2 X 11 SHEETS IF NECESSARY.</small>			
NAME	TITLE	BUSINESS ADDRESS (No. P.O Box) <small>IF NONE, MUST STATE "NONE"</small>	RESIDENCE ADDRESS: (No. P.O Box)
David Schuberth	Executive Director and General Manager	None	1317 East St. Apt. #621 New Britain, CT 06053
Gyasi Sellers	Security and IT Manager	Enfield Correctional Institution 289 Shaker Road 06062	64 Monmouth Street Springfield, MA 01109
<b>7. MANAGEMENT - PLACE A CHECK NEXT TO THE FOLLOWING STATEMENT ONLY IF IT APPLIES</b>			
<input checked="" type="checkbox"/> MANAGEMENT OF THE LIMITED LIABILITY COMPANY SHALL BE VESTED IN A MANAGER OR MANAGERS			
<b>8. EXECUTION: (SUBJECT TO PENALTY OF FALSE STATEMENT)</b>			
DATED THIS <u>14</u> DAY OF <u>November</u> , 2013			
NAME OF ORGANIZER (PRINT OR TYPE)		SIGNATURE	
Jessica Pelletier		<div style="border: 1px solid black; height: 40px;"></div>	
<small>AN ANNUAL REPORT WILL BE DUE YEARLY IN THE ANNIVERSARY MONTH THAT THE ENTITY WAS FORMED/REGISTERED AND CAN BE EASILY FILED ONLINE @ <a href="http://www.concord-sots.ct.gov">www.concord-sots.ct.gov</a>          CONTACT YOUR TAX ADVISOR OR THE TAXPAYER SERVICE CENTER AT THE DEPARTMENT OF REVENUE SERVICES AS TO ANY POTENTIAL TAX LIABILITY RELATING TO YOUR BUSINESS, INCLUDING QUESTIONS ABOUT THE BUSINESS ENTITY TAX.          TAX PAYER SERVICE CENTER: (800) 352-9453 OR (860) 297-5962 OR GO TO <a href="http://www.ct.gov/drs">www.ct.gov/drs</a></small>			

**INSTRUCTIONS**

1. Name of Limited Liability Company-REQUIRED: The name MUST INCLUDE business designation, such as Limited Liability Company, LLC, L.L.C., Limited Liability Co., Ltd. Liability Company, or Ltd. Liability Co., and the name must be distinguishable from all other active business names on record with this office.
2. Nature of Business-REQUIRED: It is sufficient to state that the purpose of the limited liability company is to engage in any lawful act or activity for which a limited liability company may be formed under the Connecticut Limited Liability Company Act.
3. Principal Office-REQUIRED: Include street number, street, city, state and zip code.
4. Mailing Address-OPTIONAL: Fill in an address other than the principal business address if you would like the annual report sent elsewhere.
5. Appointment of statutory agent for process-REQUIRED: THE LIMITED LIABILITY COMPANY MAY NOT BE ITS OWN AGENT. An individual or entity (other than this LLC) must be appointed to accept legal process, notice or demand served upon the limited liability company. The agent may be EITHER:
  - a. Any individual who is a resident of Connecticut, including a manager or member of the LLC.
    - An individual must provide the complete street address of his or her business and a Connecticut residence address.  
(If no business address, must state none).
    - The agent must sign accepting the appointment.

**or**
  - b. One of the following business types, on record with this office, with a Connecticut address:
    - A Connecticut corporation, limited liability company, limited liability partnership or statutory trust.
    - A foreign corporation, limited liability company, limited liability partnership or statutory trust, which has obtained a certificate of authority to transact business in Connecticut and has a Connecticut address on file with this office.
      - Provide the Connecticut principal office address in the block designated for "Business address". The agent must sign accepting the appointment and the person signing on behalf of a business must print his/her name and title next to his/her signature.
6. Manager or member information-REQUIRED: The limited liability company must list the name, title, business and residence address of at least one manager or member of the limited liability company. (If no business address, must state none). Include street number, street, city, state and zip code. (Additional member(s) and manager(s) information may be included on an attached 8 1/2 x 11 sheet.)
7. Management: If the limited liability company is to be managed by its member(s) do not check the box.
8. Execution-REQUIRED: The organizer must print or type his or her full legal name and provide a signature. Note that the execution is made under the penalties of false statement, certifying that the information provided in the document is true. \*THE LIMITED LIABILITY COMPANY MAY NOT BE ITS OWN ORGANIZER BUT A MANAGER/MEMBER MAY BE THE ORGANIZER.

.\*\*\*YOU ARE REQUIRED TO FILE ARTICLES OF DISSOLUTION IF YOU DISSOLVE YOUR BUSINESS. \*\*\*

**Note:** LLC's may have as many managers/members as they wish. However, only three will be shown on the database. Additional names will be available by requesting copies of the original filing.

## **DUTIES OF BIORELIEF PHARMACEUTICAL'S BOARD OF DIRECTORS**

The Board of Directors will be responsible for establishing the goals and objectives the corporation. The Board will set policy and establish procedures. The Board will direct the officers of the Corporation to work toward the corporate objectives and to work within policies established by the Board. The Board of Directors bears legal responsibility for the actions of the Corporation. The Board of Directors is bound by the "BioRelief Pharmaceutical's Mission Statement".

BioRelief Pharmaceuticals is made up of a team of champions of our community. Each member of our team has spent a lifetime of service to our community's and to our state. Our Board of Directors has the depth of experience, the education, and the social conscious to operate a community resource such as a dispensary. Our Directors, Officers and staff reflect the ethnic and social diversity of Hartford County. We have included a full listing of awards and credentials in the Appendix to this Business Plan. Our Board of directors truly is a Board of Champions.

- chief executive officer overseeing daily operations and serving as executive director.
- Strong board of directors who are focused on fulfilling the Center's mission and meeting community needs.

## **DUTIES OF DIRECTORS**

### **Chairman of the Board- Jessica Pelletier**

The Chairman of the Board of Directors is responsible for hosting the meetings of the Board. The Chairman is responsible for establishing policies and procedures that further the Corporations Mission Statement. The Chairman also has responsibility for the corporations' legal actions and meeting the responsibilities and duties of the corporation under the law. The Chairman is also permitted to take action on behalf of the board in cases of the inability of Board to respond to in an emergency situation.

### **Board Members**

Members of the Board of Directors are known as Directors of the Corporation. Collectively they are responsible for the conducting the business of the corporation. The directors establish Policy and carry the legal responsibility for the fiduciary obligations to the State. The Directors hire the officers of the corporation who are responsible for the day to day operations of the Corporation.

Gyasi Sellers

Jessica Pelletier

David Schuberth

## **OFFICERS OF THE CORPORATION**

### **President- Jessica Pelletier**

The role of the President is to ensure strict compliance with all laws and regulations as it relates to medical Cannabis dispensaries. In particular the president is responsible for the overall planning and strategy of security and safety of the patients and employees.

Particular attention shall be given to important areas like criminal diversion of medical cannabis to the Non-medical market. The management of resale abatement policies and the monitoring of inventory and loss prevention programs will be the province of the President. This would include quality control policies and procedures.

The other important role for the President is to secure and safeguard the ongoing financial integrity and viability of the dispensary. The President will oversee all facility planning and training of its staff. The President is also a representative for the dispensary and will handle the responsibilities of management and of liaisons with government agencies.

The President will be responsible for designing and maintaining the Standard Operating Procedures including oversight of the community outreach projects. The President will interact with all Managerial staff and be accountable to the Board of Directors.

### **Vice President- Gyasi Sellers**

It is the Job of the Vice President to assist and advise the President in the completion of the duties of that office. In at event of the inability of the president to perform the duties of the office it will be the responsibility of the vice president to step in on behalf of the president. The Vice President will report directly to the President

### **Secretary of the Corporation**

It is the Responsibility of the Secretary of the Corporation (hereafter Secretary) to maintain the Bound Book of the corporation and record the minutes of the meetings of the Board of Directors. The Secretary will also assist and advise the president in the performance of the duties of that office. It is also the responsibility of the Secretary to ensure that the Corporation is in compliance with all reporting responsibilities under the law. The Secretary will report to the Chairman and to the Board of Directors.

### **Treasurer- Jessica Pelletier**

The Treasurer will be responsible for the financial assets of the Corporation, and will oversee all accounting and audit practices. It is the job of the Treasurer to assist and advise the Board regarding financial matters concerning the Corporation. All policies and procedures and processes involving the movement of corporate assets will be the responsibility of the Treasurer. The Treasurer will report to the Chairman and to the Board of Directors.

## MANAGEMENT STAFF

### **Executive Director- David Schuberth**

The Executive Director will work with the Officers of the Corporation and the General Manager of the dispensary to implement daily operations policy and procedures. The Executive Director will act as liaison between the Board, and the Staff. He shall have

Ombudsmen authority to resolve conflicts at all levels within the organization.

### **Executive Spokesperson- Jessica Pelletier**

The Executive Spokesperson will be the public face of the Corporation. It will be the duty of the Executive Spokesperson to represent to our company to the public in most venues.

### **Dispensary Facility Manager- Kevin M. Awugah**

- In accordance to state regulations set forth by the DCP, Biorelief will employ the dispensary facility manager at our dispensary facility for at least thirty-five hours per week, except as otherwise authorized by the commissioner.
- The dispensary facility manager will be responsible for ensuring that:
  - (1) Dispensary technicians are registered and properly trained;
  - (2) All record-retention requirements set forth in state regulations are met;
  - (3) All requirements for the physical security of marijuana are met.
  - (4) That our facility has appropriate pharmaceutical reference materials to ensure that marijuana can be properly dispensed;
  - (5) The following items are conspicuously posted in the dispensary department in a location and in a manner so as to be clearly and readily identifiable to qualifying patients and primary caregivers:
    - Dispensary facility license;
    - The name of the dispensary facility manager; and

- The price of all marijuana products offered by the dispensary facility as identified by their registered brand name as set forth in section 21a-408-59 of the Regulations of Connecticut State Agencies; and
- (6) Any other filings or notifications required to be made on behalf of our facility as set forth in sections 21a-408-1 to 21a-408-70, inclusive, of the Regulations of Connecticut State Agencies, are completed.

### **General Manager**

The General Manager (G.M.) is responsible for implementation and organization of day to day Dispensary operations. The G.M. will be responsible for the general welfare of our patients and staff. The G.M. is responsible for assuring that the dispensary is in compliance with all City and State regulations. The G.M. is also responsible for reconciling POS systems and daily deposits to the bank.

The G.M. will be responsible to ensure that all operations are run in strict compliance with our company's policy and procedures. This would include, but not limited to:

- Safe handling of medication
- Inventory control and tracking / Loss prevention management
- Oversight of the packaging room
- Employee Oversight

### **Security Manager and IT Manager**

Gyasi Sellers will be responsible for all information security requirements, including the requirement that patient information remain confidential.

Other roles of the security Manager is to maintain the safety of the patients and employees. The Service Manager is responsible for all security of the facility and its perimeter. S/he is responsible for three on-site security staff. The manager is also responsible for the security and safety of the immediate environment outside of the dispensary's perimeter. The manager is responsible for the welfare of the neighbors, as it relates to our facility and the facility's presence in the neighborhood.

The Security Manager will be responsible for the video surveillance system, its backing up and video log. This manager will also be responsible for maintaining all security equipment, alarms, locks, cameras and surveillance data. This manager will supervise entrance and lobby screening procedures. and maintain strict vigilance for diversion and deviation of medicine. The person or persons filling this role will be fully conversant in conflict resolution and on escorting disruptive personnel off the premises.

The Information Technology (IT) Manager will be responsible for the strategic design of our companies computer accounting system and the computerized Point of Sale Systems. Hardware and software selection, implementation and staff training on these systems will be the province of the IT Manager.

The IT Manager will also be responsible for the integrity of the information and security of the system including physical and as electronic security. Firewall policy, access rights, password protection and login rights will be the responsibility of the IT Manager.

### **Shift Managers**

The Shift Managers will be responsible for the daily general welfare and well being of the patients. A shift manager will be on duty at all times during business hours. While on duty, the shift manager will assist the General Manager.

Additional SM duties will include: receiving retail packages from the General Manager or Purchasing Agent and delivering retail packages to Dispensary Counter Staff, remove and deliver sales proceeds from cash registers to GM, supervise the opening, set-up and close-down of the display cases at the start and finish of each shift. Securing the product at the end of each shift will also be the duty of the shift manager.

### **Bookkeeper**

The Bookkeeper will be employed to take responsibility for accounting processes and procedures as well as daily accounting duties. The Bookkeeper will cooperate with our company's outside accounting firm to complete regular audits of the system.

### **Purchasing Agent**

Purchasing Agent handles vendor transactions. The Purchasing Agent is also responsible for scales calibration and to ensure all medicine is free from toxins, molds, pesticides and other impurities. Quality control testing will be conducted at our in-house laboratory by a qualified laboratory technician. The test results will be made available to the Purchasing Agent to assist in the evaluation of a purchase decision. These duties will include, but not be limited to, the following:

- Inspection of medicine for quality
- Weighing and measurement of medicine
- Product testing
- Securing of incoming medication
- Negotiations of market rate
- Creation of purchase orders
- Delivery of bulk packages to The GM for inventory control and management

## **Inventory Managers**

Packaging Room Manager supervises the process and retail packaging of new supplies of medical cannabis. The Packaging Room Manager receives bulk packages from The GM or PA. This manager checks weight and tracks packages within the inventory tracking system. The Packaging Room Manager delivers and receives retail packages from inventory to the GM.

## **Services Manager**

The Services Manager is responsible for developing and implementing the services of BioRelief Pharmaceuticals. The SM will be responsible for maintaining the facilities and resource calendar.

## **REGULAR STAFF**

### **Entrance Screening and Security Staff**

Entrance Screening Staff will greet patients in the secure entry lobby to verify doctor's recommendations and State ID before allowing patients into the dispensary. They will help patients with the lobby library and computer terminals. They are responsible for providing a wholesome and healthy first interaction with patients.

### **Dispensary Counter Staff**

The dispensary counter staff is responsible for ensuring that all patients are qualified to receive medication. They will be trained to verify doctor's recommendations and to give dispensary advice on patients needs relating to medicinal marijuana, its properties, strengths and strains. After a patient has made a selection, the transaction is referred over to the payment staff who handles the financial aspects of the transaction. The dispensary counter staff will be on duty at all times during the operating hours of the dispensary. They are responsible for the set up and close down of the display cases at the start and finish of each shift. They do not handle any financial transactions.

### **Cashier**

Payment staff will handle all payment and financial transactions from the secure payment booth. They will dispense the pre-packaged medical cannabis and do not have access to any inventory other than the inventory in Security Sealed child proof packaging.

### **Laboratory Technician**

We will employ a qualified laboratory technician to conduct chromatographic potency testing and for inspection for molds, pesticides or other toxins. The



laboratory technician will assist the PA in evaluating vendor's medical cannabis for the purpose of making purchase decisions.

# JESSICA N. PELLETIER

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97 Fox Hill Drive • Rocky Hill, CT 06067

jessicapelletie@gmail.com

## OBJECTIVE

To utilize my skills within the fields of business management, domestic and international economics, as well as my extensive knowledge of politics and governance. I am extremely proficient within the fields of management, public relations, development, and the overall tasks of running a business.

## ACADEMIC HIGHLIGHTS

Honor roll student that is driven and highly motivated. My educational highlights include receiving a Dual Diploma in International Studies, and later a double major in Politics and Governance and Economics. In completing these programs, I had to maintain a rigorous academic schedule while specializing in an International Studies and comprehensive Governance programs, which I continue to this day. I speak French and Spanish well, while maintaining excellent speaking and translational skills in Spanish. I graduated from the University of Hartford with a double major in Politics and Government and Economics. Due to my previous business experience, as well as my strong familial ties to the business world, I am very competent in Accounting, Bookkeeping, Business, Public Relations, General and Financial Management. I maintain a high level of proficiency in Microsoft Word, Excel, PowerPoint, and Adobe Photoshop.

## EXPERIENCE

*Watkinson School*

**2011-2012**

**Hartford, CT**

Debra Cauchon, Head of Development Office

(860) 236-5618

### Business Development Intern

Assisted in development, as well as online alumni outreach and alumni connection events. I also managed classified student and financial records and corresponding records and accounts. In addition to development, I organized online and hard copy institutional archives, and created spreadsheets and power points pertaining to alumni data and their correlated records.

### ***Young Star Promotions***

**29 Wilson Ave. Windsor, CT**

**2010-2013**

Linford Davis, Owner

(860) 983-2699

Worked in Public Relations, as well as helped establish both visiting, and residential Hartford and international artists. I aided in the promotion and establishment of musical artists' prominence in both Hartford and Fairfield counties. I also helped promote and publish artists' work in the area and surrounding areas within a variety of media outlets.

### ***Law Offices of Attorney Deron Freeman***

**2011- 2013**

Deron Freeman, Attorney at Law

(860) 794- 3064

Personal assistant and office intern. I participated in major cases, shadowed a variety of court officials during trials, and was able to get a behind the scenes look at the criminal justice and legal system. This experience enable me to grasp a firm understanding of the varying components of governance and the major functions that law and prosecuting officials and agencies partake in.

### ***Recycle Kings/ S&S Variety Store***

**2011-2013**

**760 Garden Street Hartford, CT**

Tommy Scales, Owner

(929) 773-0313

Acted as a general consultant to the development and growth of Recycle Kings, and helped establish S&S Variety Store. Tasks included financial management,

zoning, legal communications, community outreach, and marketing and brand development.

***Nu-Communications a Division of Island Enterprises*** **2006-Current**

**Rocky Hill, CT**

Gary Pelletier, Owner and CEO

(860) 721-1294 ex. 2

Joe Sullins, Office Manager

Accounts and Business Management

Provide office support and overall business management. Current tasks include accounting, managing a variety of financial accounts, bookkeeping, maintaining meticulous client and transaction records, accounting support, market and industry research, and security development.

***Compass Property Management***

**2009- Current**

Gary Pelletier, Owner and CEO

(860) 573-2374

## **RELATED UNIVERSITY COURSEWORK**

International Economics

American Government

Managerial Economics

Constitutional Law

Micro Economics

Power and Politics in America

Economics of the Third World

American Foreign Policy

Economics of Money & Banking Systems

International Relations

Macro Economics

Sources of Power

Political Change

Political Theory

Core Politics

## **EDUCATION**

Watkinson School, Hartford Connecticut 2006-2009

Graduated with a Double Diploma: International Studies and General Education

University of Hartford, Hartford, CT 2010-2013

Bachelor of Arts, Politics and Government, Economics

# Gyasi Sellers

(413) 219-6716

64 Monmouth St  
Springfield, MA  
01109  
gyasisellers@gmail.com

## Objective

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Progressive, compassionate, and motivated professional with extensive experience and success in a wide range of service and business areas including, Customer Service, Law Enforcement, and Healthcare Services. Seeking a dynamic role within a Medical Cannabis Dispensary with an opportunity for career development. Interested in a consulting role to a Board of Directors, with focus on dedicated and customized Patient Relationship Management, overseeing operations of a growing facility, and the general purpose and innovative direction of a Medical Cannabis Dispensary.

## Work Experience

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### Correctional Officer (August 2009 - present)

Correctional Professional with Connecticut Department of Corrections, an agency accredited with the American Correctional Association. Utilizing skills learned at the award-winning Maloney Center for Training and Staff Development and over 4 years of job experience that includes, Behavior Management, interpersonal communication skills, security procedures, usage of up to date surveillance technology, attention to detail and adherence to post orders to manage inmates housed in a correctional facility in Enfield, Connecticut. Experienced in working in a control center with surveillance cameras and accounting for staff keys, radios, and other equipment, as well as conducting daily and nightly fence and perimeter inspections to maintain the integrity of secure operations. Recognized as a strategic thinker under high-pressure conditions with sharpened skills as a problem solver and communicator.

### Healthcare Services (May 2007 - November 2010)

Program Specialist at The May Institute. Provided educational, rehabilitative, and behavioral healthcare services to individuals with autism spectrum disorders and other developmental disabilities, brain injury, mental illness, and behavioral health needs. Compassionate specialist with the Day Program in Easthampton, Massachusetts with a diverse range of clients with his or her own unique special needs. Successfully motivated and assisted each individual to accomplish quarterly learning objectives such as, problem solving, learning sign language, and successful participation in community volunteer work.

### Customer Service (April 2004 - June 2007)

Started as cashier and customer service associate at Lowe's in Springfield, Massachusetts. Delivered exceptional customer service and attained a vast knowledge of in-store products such as, lighting, home & garden, electrical, and heating & cooling. Also conducted nightly department inventory and monthly store inventory. Promoted to Head Cashier and along with attaining a leadership role, was responsible for training new employees, scheduling front-end associates, and daily cash records for all cash registers. This included opening all cash registers in the store for start of business and nightly cash counts and drops and records keeping with store cash log.

## Education

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**Oaksterdam University - Oakland, California (January 2012 - February 2012)**

Received specialized training for the Medical Cannabis industry. Completed Basic and Advanced Curriculums which included hands-on training, classes, and exams in the following areas:

- Politics & History
- Legal
- Civics
- Science
- Horticulture
- Methods of Ingestion for Extracts
- Cooking
- Vaporization
- Patient Relations.
- "Cannabusiness"
- Procurement & Allocation
- Dispensary Operations

**Springfield Technical Community College (September 2003 - December 2006)**

Criminal Justice/Law Enforcement

**Springfield Central High School (September 1999 - June 2003)**

Completed High School

**References**

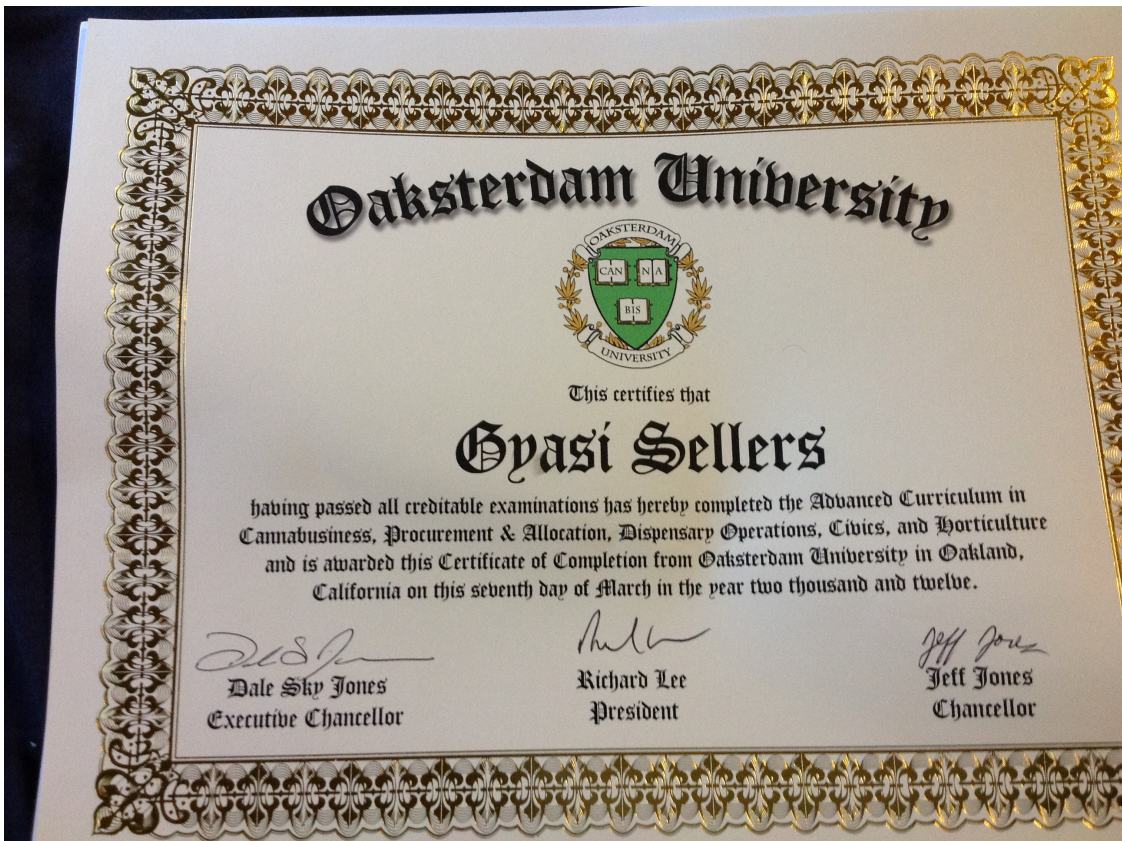
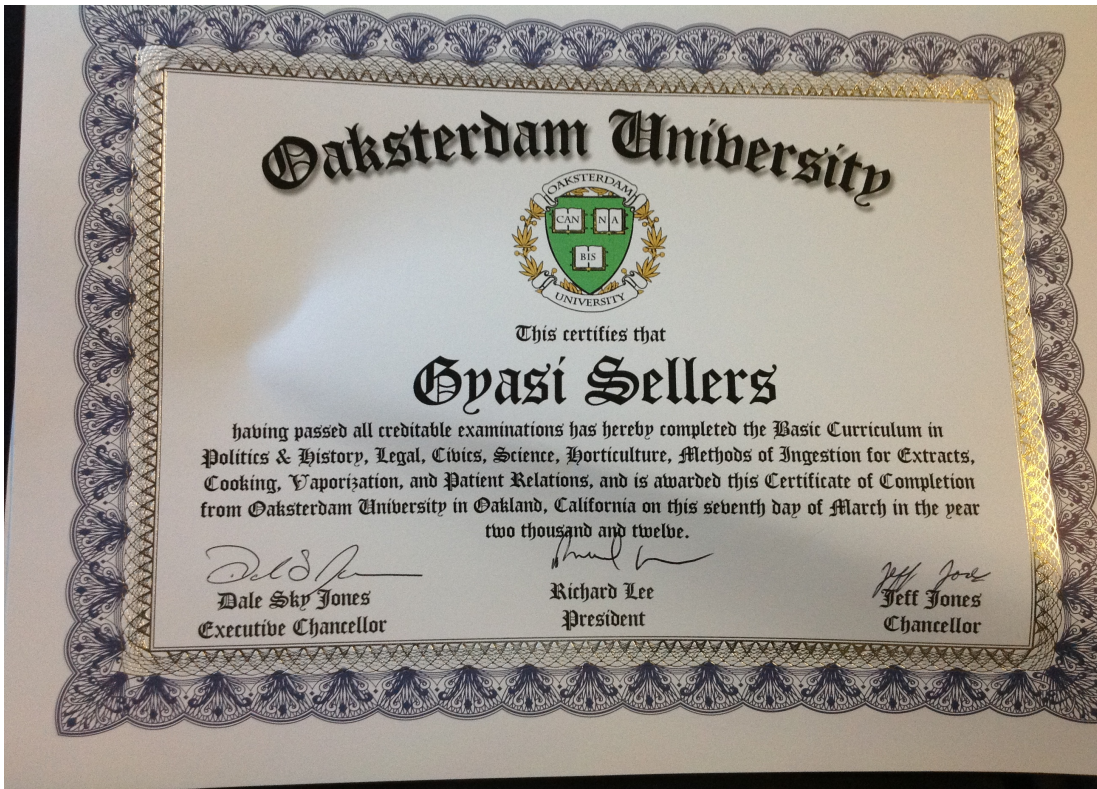
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Lieutenant Soloman Baymon - Connecticut Department of Corrections - (413)-204-1630  
Solomanbaymon@gmail.com

Mathew Allen - Mass Patients Advocacy Alliance - (508)-410-1547 mjpatients@gmail.com

Joseph Cauley - Connecticut Department of Corrections - (413)-297-5895 josephcauley@yahoo.com

Attorney Richard Evans - Massachusetts Medical Marijuana Lawyer - (413)-586-1348 rme222@hotmail.com





**David Schubert**  
 1317 East Street  
 New Britain CT, 06053  
 schubertdas@my.ccsu.edu

**Objective** Highly motivated professional focused on contributing to the growth and success of a Company.

**Education**  
 May 2013  
**Britain, CT** **Central Connecticut State University** **New**

Bachelor of Arts degree in Criminal Justice with Sociology minor.  
 May 2013. GPA 3.00

### **Areas of Expertise**

Exceptional interpersonal skills  
 Leadership and driving strong customer service results  
 Direct sales experience  
 Ability to handle multiple priorities in a fast pace environment

### **Employment Summary**

2008 – Present **Big Y Foods**  
**Rocky Hill, CT**

#### **Front End Supervisor and Head Cashier**

Responsible for up to 20 cashiers and service clerks to ensure superior customer service and meeting sales objectives. Increasing responsibilities toward management. Knowledge of inventory, sales promotion, and quality of product.

2006  
**Farmington, CT**

#### **CUTCO**

Responsible for direct sales of fine cutlery. Training in sales and working in a team environment to enhance sales skills.

**Community** Americare's Homefront – non-profit organization restoring homes for low-income families – 5 years

Project Santa – not-for-profit organization supporting families that experience a significant change - 10 years supporting the community  
Volunteer at WHS Wrestling program since 2009

David Schuberth is a recent graduate from Central Connecticut State University with a Bachelors Degree in Criminal Justice. David has worked at Big Y in Rocky Hill for 5 years, which has led him to a supervisor position with outstanding customer service skills. David is currently registered with the state of Connecticut for a pistol permit and plans on going for his security license on November 23rd, 2013, to help with the security of the dispensary. With years of customer service David is able to make sure customers are satisfied with their experience and can multitask under pressure. This can correlate to a dispensary setting when dealing with patients and their needs to obtain their medicines or to answer any questions or concerns. Our dispensary will already have informational classes for patients who are looking to educate themselves on the products and services we offer too.

With David's security license and background in criminal justice David will be able to not only secure and control the flow of traffic and patients into the store but help with the security systems in and out of the building to protect our patients, employees, and products. Related courses David has studied while attending CCSU have given him new knowledge of recent legislation regarding medical cannabis. Some courses that correlate are victimless crimes, where the class looked into different victimless crimes such medicinal cannabis and the benefits it has with the patients who it helps. David learned about laws pertaining to Colorado and Washington State with their legalization of cannabis along with 20 others who have decriminalized it for medical uses, during this class. David learned about these newly emerging states and the problems they have faced with the federal laws. As of 2013 the federal government has now left it to the state to regulate and has chosen to take a step back. This will allow freedom to newly decriminalized states, which are looking to approve dispensaries without worrying about DEA agents closing their shops.

While David studied Crime Prevention, he also studied different forms of security pertaining to buildings, open areas, housing projects and others facilities. David researched different security measures for buildings such as CCTV's, security guards, ID badges and scanners for employees for access into authorized areas, along with looking into reinforced doors/shatterproof glass. These will all help in the protection and safety of our customers, employees and our store. Through David's course work at CCSU he has have obtained the knowledge and skills required to help the business grow and how to protect it. Through David's years of customer service he will be able to give patients the information and help they need when coming into the dispensary. Finally with his

security license and pistol permit for Connecticut he will be able to properly protect and guard the store for the safety of all who enter.

# JENELLE R. DUNSTAN



28 Belden St.  
Hartford, CT



j.dunstan92@gmail.com



(860) 951-8068

## ORGANIZATIONS

**Hope S.D.A. Conquerors  
Pathfinder Club**  
Mentor  
(2000-Current)

**Project Feed Me**  
Public Relations  
(2011-2013)

**New York Nu Chapter of  
Phi Delta Epsilon Fraternity**  
Charter Member

**Syracuse University Women's  
Club Volleyball**  
Captain  
(2012-2013)  
Middle Blocker  
(2009-2013)

## INDIVIDUAL SKILLS

PROMPTNESS ★★★★★  
ORGANIZATION ★★★★★  
PRESENTATION ★★★★★  
COMPOSURE ★★★★★  
ENGLISH/SPANISH ★★★★★



## EDUCATION

### SYRACUSE UNIVERSITY

SYRACUSE, NY  
2009-2013

B.S. Biology  
B.A. Spanish Language, Linguistics and Culture

G.P.A.: 3.100  
Relative Coursework: Biochemistry, Organic Chemistry,  
Biology, Spanish Literature



## EXPERIENCE

### CLINICAL RESEARCH PROJECT COORDINATOR

Hartford, CT  
Present

#### PENN: CENTER FOR RESUSCITATION SCIENCE *THE MOBILE CPR PROJECT*

- Instructing CPR to the lay public to increase population knowledge.
- Manage social media for the project and collect data on participants
- Network with local municipalities to engage with their populations
- Promote future workshops and coordinate meetings for future instruction.

### LEAD PROGRAM COORDINATOR

Hartford, CT  
Summer 2013

#### BLUE HILLS CIVIC ASSOCIATION

##### *Summer Youth Employment & Learning Program: Ecology Program*

- Teaching teenage students Urban-Suburban Ecological stewardship,
- Discussing the importance of the Park Watershed of the East Coast,
- Leading exercises focused on job-readiness and career competencies,
- Organizing activities, and engaging students in urban clean up of parks and neighborhoods.

### PATIENT RELATIONS INTERNSHIP

Hartford, CT  
Summer 2012

#### HARTFORD HOSPITAL

##### *Admitting Department*

- Clerical Assistant for the Admitting Department
- Experience in Customer Service
- Accelerated the production of admitting papers
- Hosted patients to respective day hospitals
- Assisted the elderly with their patient information

### CLINICAL RESEARCH FELLOW

Farmington, CT  
Summer 2011

#### UNIVERSITY OF CONNECTICUT MEDICAL SCHOOL

##### *Summer Research Fellowship Program*

- Assist with developing and performing experimentation in molecular biology.
- Carrying out histology solutions and preparing paraffin embedded slides.
- Collecting samples of supraspinatus tendon and analyzing the tissue for elements that contribute to future tearing
- Making presentations for the department in regards to developing results in the lab.
- Mentor junior volunteers with other lab techniques such as microtome use.

33 Horizon Hill Road, (M) 860 983 6501  
Newington, CT - 06111 (H) 860 838 0366

aartikotec  
ham@gm  
ail.com

## Aarti Kotecha PharmD, RpH.

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### Profile

A highly committed individual with broad experience in retail, hospital, and Long Term Care (LTC) setting. Positive attitude, problem solver, effective in streamlining operations and reducing costs. Able to handle multiple responsibilities, set priorities, clearly communicate ideas to others and respond positively to demanding situations. Have been a licensed pharmacist in the U.K with Master of Pharmacy degree (U.K) and two plus years of managerial experience in retail pharmacy. A legal permanent resident in the U.S. eligible to work without any sponsorship.

### Experience

#### **August 2013 – Present Procure Long Term Care Facility Cheshire, CT**

##### *Pharmacist*

- Verify drug orders input by technicians and check for dosage and interactions.
- Fill prescriptions for controlled substances and prepare compounds as needed.
- Help maintain pharmacy inventory, including controlled substances.
- Respond to queries by technicians and nurses.
- Call physicians to verify patient and/or prescription information as needed.
- Ascertain regulatory compliance by following established protocols
- Liaise with Supervisor of Client Services on feedback/issues resolution between facility and pharmacy.

#### **June 2013 – July 2013 Yale Hospital- St Raphael Campus via PPP New Haven, CT**

##### *Pharmacist – (Temporary position)*

- Check and ensure medications pulled for Pyxis refill and patient specific are correct.
- Ensure emergency crash carts are filled accurately and maintain logs accordingly.
- Verify drug dispensed via the Pharm Pak unit dose packaging system is accurate.

- Assist other pharmacists on an as needed basis and manage a team of pharmacy technicians.

**January 2013- February 2013                      Westown Pharmacy  
Manchester, CT**

*Pharmacy Intern*

- Filled prescriptions and prepared labels using the McKesson system.
- Dispensed and compounded prescriptions according to specifications, under the guidance of registered pharmacist.
- Answered phone calls for orders, re-fills, transfers and general queries by patients.
- Counseled patients on OTC products.

**March 2012 – December 2012   UConn Health Center  
Farmington, CT**

*Pharmacy Intern*

- Experience at the Pharmacy:
  - Assisted pharmacist with order entry, medication filling and distribution of completed orders to inpatients and soon to be discharged patients.
  - Overlooked the pharmacists while they performed their normal duties, and interpreted and evaluated drug therapy with them.
  - Attended meetings including the Pharmacy & Therapeutics committee and Medication Therapy Management with the pharmacists.
  - Pulled medication from the Talyst machine for the Pyxis refill, re-packaged and compounded medications for inpatients including unit dose oral syringes and maintained accurate records on products compounded /prepared.
  - Worked in a sanitized environment (I.V room) and handled medications accordingly.
- Experience at the anti-coagulation clinic:
  - Monitored and educated patients on anticoagulation therapy.
  - Adjusted dosage of anticoagulation medication according to clinic protocols to maintain therapeutic goals, which were reviewed by the licensed anticoagulation pharmacist.
  - Provided anticoagulation and other drug information as requested by patients, providers and other health care professionals.
  - Maintained accurate clinical and billing documentation.
  - Designed a concise anticoagulation training manual and a quiz for forthcoming students that come to shadow the pharmacist.
  - Worked on projects with the pharmacist to help improve the work flow system.

**August 2008-October 2010    The Co-operative Pharmacy  
Leicester, U.K.**

*Pharmacist/Pharmacy Manager*

- Performed daily management of pharmacy and guided/coached a team of up to six pharmacy technicians/assistants.
- Successfully drove the business forward by completing 400 Medicines Usage Review (MUR) in one financial year and managed payroll expense spent in the branch to ensure that costs were kept at minimum.
- Provided excellent levels of customer service to ensure customer needs and requirements were met / exceeded.
- Supervised and trained personnel and pharmacy students while providing constructive feedback, and preparing shifts schedule as necessary.
- Ascertained patient's compliance and concordance with their medication via carrying out MUR and providing information regarding prescriptions and OTC medications.
- Responsible for investigating and resolving pharmacy and customer related issues.
- Ensured that the branch operated in line with laid down SOPs (Standard Operating Procedures) and professional and regulatory standards.
- Took responsibility for personal development through continued professional development (CPD) credits.

**August 2007 – July 2008        The Co-operative Pharmacy  
Leicester, U.K.**

*Pre-registration Pharmacy Student*

- Assisted pharmacist with filling and processing prescriptions; interacted with physicians to ensure correct medications/dosages.
- Engaged in patient counseling and answered questions regarding prescription medications, OTC, nutritional supplements and herbal medications.
- Supported the pharmacist in the provision of services along with meeting and exceeding branch profit targets.
- Provided advice and guidance to branch colleagues to ensure skills and experience were shared and used to the benefit of the branch and individuals.
- Worked in a hospital pharmacy as part of the cross sector experience. Shadowed a hospital pharmacist, observed pharmacist/technician carrying out ward rounds to check and update patient's medications, dispensed medications for in and out patients.
- Took responsibility for personal development through continued professional development and attending meetings/conferences organized by the local primary care trusts.

**Education**

1. April 2013 – Acquired CT Pharmacist License: No. 12539

2. July 2008 – Acquired Pharmacist License, U.K.

3. De Montfort University, Leicester, U.K.

Degree: Masters in Pharmacy (MPharm)

From/To: 09/2003 - 06/2007

4. Gateway 6th Form College, Leicester, U.K

Course of Study: Advance-Levels (Concentration in Pharmacy)

From/To: 09/2001 - 06/2003

**Computer Knowledge**

*Pharmacy* – Frameworks (LTC), DocuTreck (LTC), IDX, LCR, Sui Vie Pharma file (anticoagulation clinic), Mckesson software.

*General* - MS Excel, MS Word, MS PowerPoint, Internet access and Navigation.

**Languages**

English, Hindi & Gujarati.



**Kevin M. Awugah**

18 Bauer Rd  
East Hampton, CT 06424  
Phone: (207) 450-6418  
Kevin.Awugah@gmail.com  
CT License: PCT0011402  
NPI: 1407143183

**Objective**

Seeking a rewarding position as a community pharmacist providing alternative therapies to patients seeking holistic treatments

**Education**

Doctor of Pharmacy, May, 2009  
University of Connecticut, School of Pharmacy  
Bachelor of Science, May, 2007  
University of Connecticut

**Professional Experience*****Community Pharmacy:***

July, 2009-April 2010: Pharmacist, CVS Pharmacy, Rockville/Vernon/Windsor, Connecticut

Perform prescription verifications duties on computerized prescription processing software verifying volumes over 500 prescriptions daily as a single pharmacist

Discuss treatment, disease state, and prescription and over the counter medication related questions with both patients and other medical professionals

Oversee technician responsibilities and pharmacy station workflow

Communicate with various insurance companies to confirm accurate prescription claim adjudication

April 2010-Present: Pharmacist, Target Pharmacy, North Haven Connecticut

As above

Manage pharmacy inventory to reduce waste and maximize potential profit and conduct monthly narcotic inventory to prevent loss and diversion

Administer parenteral vaccinations including influenza, shingles, and pneumonia

Conduct analysis of sales and pharmacy metrics to assess business standings

Utilize the Connecticut Prescription Monitoring Program to prevent poly-pharmacy and distribution of controlled medications to people with fraudulent prescriptions

Act as a co-preceptor for University of Connecticut Pharmacy students

***Hospital Pharmacy:***

July, 2009-Present: Pharmacist, The Connecticut Hospice, Branford, Connecticut

Attend in-patient and out-patient rounds daily with an interdisciplinary team of

physicians, nurses and social workers to suggest optimal treatment regimens for hospice patients

Manually review medication orders and charts for appropriateness and accuracy, and perform interventions for drug interactions, contraindications, adverse effects and allergies

Specialize in palliative and compassionate care and relief of symptoms associated with terminal illness including:

- Pain - somatic, neuropathic, bone, etc
- Nausea and vomiting - chemotherapy induced, disease related, anticipatory, anorexia and cachexia
- Central Nervous System Symptoms - anxiety, agitation, confusion and depression, terminal restlessness, insomnia
- Respiratory Distress
- Constipation - opiate induced, disease related

Develop treatment protocols for the pharmacy and therapeutics committee to implement into daily practice

Perform medication reconciliation and determine appropriate treatment plans for newly admitted patients

Create medication planners and prepared prescriptions for patients who are discharged

Prepare patient specific compounded sterile medications for parenteral, topical or oral administration

Perform medication refills for in-patient dispensing units and help to maintain controlled and non-controlled medication inventory for dispensing

Pre-pack and repack medications from stock multiple dose bottles to single unit-dose containers

Act as a co-preceptor for University of Connecticut experiential pharmacy interns with the goal of familiarizing each student with palliative care standards

Assisted in the development and implementation of an electronic medical record

Provide educational programs for nurses, pharmacists and physicians on pertinent palliative care related issues

Designed a simplistic inter-opioid conversion method for accurate opiate conversion

## **F. BONUS POINTS**

## **I. Employee Environment Plan/ Personnel Plan**

### **General Philosophy**

Because of its patient-focused mission, our company will maintain a high staff-to-patient ratio in order to provide a consistent level of quality service. As patient numbers increase, our company will adjust staffing to maintain this capability. Our staff will be highly trained and supervised by current members of the medical marijuana industry to ensure the highest quality of customer and patient services.

BioRelief Pharmaceuticals has adopted a comprehensive staffing plan to guide recruitment, hiring, training and managing its employees. Highlights of the plan feature:

- Precise definition of responsibilities
- Clearly understood chains of authority
- Well paid, well qualified, well trained personnel
- High patient/staff ratio
- Professional recruiting practices
- Thorough training of new hires

### **Employee Handbook**

A comprehensive 30+ page handbook provides information to guide employees' behavior and relationship with our company (available for review upon request). The employee manual, which is furnished to all employees upon being hired, addresses:

Section 1: The Way We Work

Section 2: Your Pay and Progress

Section 3: Time Away From Work and Other Benefits

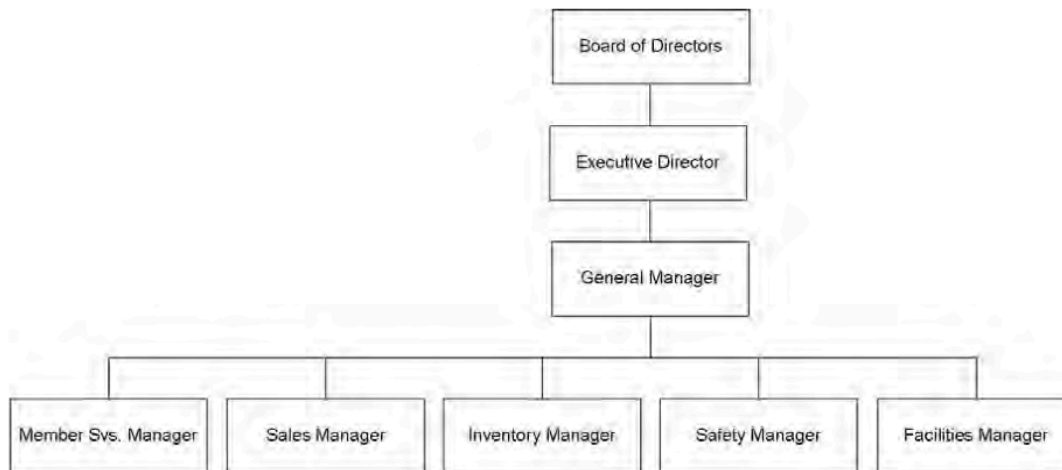
Section 4: On the Job (covers various aspects of conduct policy and procedures)

Section 5: Safety in the Workplace

### **Organization**

The following chart shows how the BioRelief Pharmaceutical's current management structure is organized.

### Chart: Organization



### Recruitment

Our company's recruiting efforts will be primarily directed at candidates with the following qualifications:

- Health-related educational/professional backgrounds Interest and aptitude for the healing arts
- Spotless criminal records
- Experience in restricted access retail venues
- Experience within the medical marijuana industry

### Personnel

Management positions include the following:

- **Executive Director** - Oversee the entire dispensary operation and ensure that the Center successfully delivers on its mission and business objectives.
- **General Manager** - Organize and supervise day-to-day operations.
- **Inventory Manager** - Supervise the safe processing, retail packaging, acquisition, and inventory of new supplies of medicine.
- **Sales Manager** - Oversee retail package handling, display, dispensing, and proper storage of medicine.
- **Safety Manager** - Monitor all areas of operations to ensure the safety of patients, staff, and neighbors; and compliance with all laws and regulations.
- **Member Services Manager** - Oversee the provision of all services related to member wellness and education, ensure that the dispensary maintains regulatory compliance and provide for effective patient advocacy procedures.
- **Facilities Manager** - Responsible for maintaining the image and

functionality of the dispensary facility, approving all aesthetic changes to the dispensary (e.g. signage) and ensuring that all departments remain well supplied at all times.

## **LABOR AND EMPLOYMENT STANDARDS AND POLICY**

### **Ethical Standards and Practices**

It is the policy of BioRelief Pharmaceuticals to publish and promote the highest set of ethical standards. Our company will provide employee training in regard to the State of Connecticut legal awareness and compliance issues. Theft lies and/or other unethical behavior will be all grounds for dismissal.

### **Ethnic and Linguistic Diversity**

It is a priority of the Dispensary to hire staff that reflects the rich ethnic and linguistic diversity of Hartford County. BioRelief Pharmaceuticals is an Equal Opportunity Employer. It is the policy of BioRelief Pharmaceuticals to hire at least 80% of our staff and management personnel from within Hartford County.

### **Occupational Health and Safety Standards, OSHA**

Our company will meet or exceed all OSHA standards for safety in the work place. BioRelief Pharmaceuticals will offer a clean, safe and comfortable environment for its employees and patients.

### **Employments Training Programs & Policies**

Qualified candidates will be employed for a one-year probationary period. During the initial probationary period, employees will undergo a robust training, testing and evaluation process, including a comprehensive plan of lectures, hands-on training and study in regards to our policies and practices.

### **New Employees will receive training in the following modules:**

- a. Standards, Ethics & Practices Training
- b. Patient care, safe handling
- c. Security and Fire Procedures
- d. Resale abatement.
- e. Safe packaging and display presentation
- f. Computer system access and use

## **Employee Handbook Training (Important Highlights)**

- a. Equal opportunities,
- b. Compensation,
- c. Fire Safety,
- d. Duties,
- e. Drug & alcohol free policy,
- f. Leaves of absence, etc.
- g. Medical Training and Patient Care
- h. Medicinal use and benefits of Cannabis,
- i. Medical emergencies and CPR.
- j. Discipline policy

## **Security Training**

- a. Admission/verification protocols,
- b. Inventory control and loss prevention,
- c. Emergency management,
- d. Conflict resolution
- e. Safety of facility and services

## **Continued Education**

- Employees will be offered continued education tuition assistance on a need- based basis at the Northeastern Cannabis Institute in Cambridge, Massachusetts.
- Employees will be offered to participate in educational conferences, workshops, and classes conducted by leading industry professionals.

## **UFCW PARTERSHIP**

OTH Federal and State laws guarantee workers the right to join together in a union. See 29 USC § 157 and M.G.L. ch.150A § 3. BIORELIEF PHARMACEUTICALS recognizes this fundamental right and has entered into a neutrality agreement with the United Food & Commercial Workers (UFCW). BIORELIEF PHARMACEUTICALS will remain neutral with regard to union representation, ensuring that its employees can freely exercise their rights. If a majority of its employees select the union, BIORELIEF PHARMACEUTICALS agrees to recognize and negotiate a contract with the union. Because labor contracts routinely provide exceptional wages, benefits and working conditions and give workers a real voice on the job, unionized workplaces are more accountable and productive facilities.

Further, by entering into the agreement with the UFCW, a union that represents 1.3 million workers, including thousands in the medical cannabis industry, BIORELIEF PHARMACEUTICALS is partnering with an experienced industry leader that can help execute its commitment to the highest workplace standards.

Thus, by agreeing to the neutrality process with the UFCW, BIORELIEF PHARMACEUTICALS has ensured that it will exceed both federal and state laws and uphold its employees' rights.

### **UFCW OFFICIAL CODE OF CONDUCT**

We, as medical cannabis patients, employees and employers, acknowledge that we are an industry of vulnerability and that we must take certain, deliberate and consistent action to protect those who are most vulnerable within the communities that we serve. We have proactively initiated this public pledge of the standards and commitment that we make as the leading organized representative of our local industry.

We, pledge to: obey the law; provide excellence in service to our patient members; provide dignity, equality and opportunity to our employees; and dedicate our operations to the highest standards of social and environmental responsibility in the communities in which we operate.

- We pledge to honor the trust of our community by devotedly adhering the State of Connecticut Regulation of the Department of Consumer Protection concerning the Palliative Use of Marijuana Sec. 21a-408.
- We pledge to only associate with qualified patients and their caregivers who are residents of the state of Connecticut and possess a valid and verifiable CT Doctor's recommendation for medical cannabis.
- We pledge that we shall not provide medical cannabis to any patient in an amount not consistent with personal medical use.
- We pledge to go over and above what is required to prevent the illegal sale, barter, or distribution of medical cannabis, including educating our members regarding compliance with existing state and local laws.
- We pledge that our cultivation and food processing facilities, where edibles are prepared, comply with all relevant federal, state and local health and safety laws pertaining to the preparation of food for our private collective memberships.
- We pledge to operate a safe and secure environment, including adequate security officers and surveillance that will monitor the grounds and the immediate vicinity to assure that all patrons of the property immediately leave the site and do not consume medical cannabis in the vicinity of any club or any adjacent property or parking lot.
- We pledge to be both proactive and responsive to the concerns of the neighbors and the communities where we operate.
- We pledge to employ best accounting practices and maintain transparency with the municipalities where we are operating. We believe in paying our fair share of taxes to support the communities, which we are a vital part of.



- We pledge to provide a dignified, professional and enjoyable place of work for our employees. We pledge to follow, all state and federal employment laws as well as our own union contract.
- We pledge to work collaboratively with all community stakeholders to establish a safe, friendly and dignified industry for the patients of Cannabis in our community that is sustainable, commerce friendly, job producing, tax revenues generating and predictable for the entire local community.

## **II. Compassionate Need Program**

As part of our company's Compassionate Need Program, we will plan for need-based assistance to licensed medical patients. As a part of this plan, our company will employ:

- A "sliding scale" method for patients on a fixed income
- Discounts at each level of income
- A set amount of medicine we will designate for those patients undergoing financial hardship and who do not possess the means to pay for their medicine.
- A set amount of medicine our company will designate for medicinal patients who are in Hospice or terminally ill conditions.

In order to qualify for Compassionate Need Program assistance, patients need to demonstrate financial hardship through proof of income, proven expenses, or bank or financial statements. BioRelief Pharmaceuticals will also need a detailed summary of a patients expenses, responsibilities, and income.

## **III. Research Plan**

Due to a variety of factors, it has been exceedingly difficult to locate scientific information or clinical research studies regarding the safety and therapeutic value of medicinal cannabis. In the past, federal prohibition on cannabis has sharply restricted scientific research and development within the United States. However, as we enter a new political and scientific age through legalization for medicinal use legislation, more and more recent discoveries have been made.

A 2009 review of clinical studies conducted over a 38-year period, found that "nearly all of the 33 published controlled clinical trials conducted in the United States have shown significant and measurable benefits in subjects receiving the treatment."<sup>14</sup> The review's authors note that cannabinoids have the capacity for analgesia through neuromodulation in ascending and descending pain pathways, neuroprotection, and anti-inflammatory mechanisms—all of which indicates that the cannabinoids found in cannabis have applications in managing chronic pain, muscle spasticity, cachexia, and other debilitating conditions. Our

company plans to take this information and formulate our own research and correlated findings.

While cannabis is used to treat multiple issues, we at BioRelief plan to study the effectiveness of different strains of marijuana with little to no signs tetrahydrocannabinol (THC) high levels of Cannabidiol (CBD) and it's affect on patients with a range of ailments including, debilitating pain, HIV, seizures, kidney disease, epilepsy, and muscular sclerosis. Cannabidiol is a non-psychoactive form of cannabinoid that is the second most abundant form of cannabinoids found in cannabis. We look to study patients over a 3-month period, which within this time patients will be issued a journal where they will make daily entries of their experiences with the medication. We will also be testing the different ways of ingesting the medicine, through use of the plant matter itself or by the use of the many other products we will be including in our dispensary. Our products would range from lotions, topical sprays, digestible coated tablets and capsules, and also in the form of edible baked and non-baked goods such as "Veda Chews". The Veda Chews will consist of 30-40mg of CBD and THC and the marijuana will contain between 6-10% CBD's. In the journal participants will be asked to write about their pains from their various ailments before taking the chewable tablet or qualitative analysis of the participants descriptions of how the CBD's affected them, we will be able to decipher if the CBD's had a positive effect on the participants ailments. With this information we at BioReliefs will be able to better prescribe our patients and treat them by using such strains of marijuana or chewable tablets/other edibles with high levels of CBD's.

Various scientists have recently studied Cannabidiol have found that CBD is a potent inhibitor of breast cancer cell proliferation, metastasis, and tumor growth. Many studies have confirmed that Cannabidiol, a Non-Psychoactive Cannabinoid Compound, Inhibits Proliferation and Invasion in U87-MG and T98G Glioma Cells through a Multitarget Effect. Dr. Sean McAllister of Pacific Medical Center in San Francisco has been studying various cannabinoid compounds for 10 years in search of a new therapeutic intervention for cancer patients. His studies support CBD and their effectiveness of preventing chronic pain and even an inhibitor of cancer cell proliferation and tumor growth. CBD's also help with chronic pain by working at the neuro-synapse receptors. When a molecule of CBD binds to the glial cell, the cytokine production decreases and the patient feels a marked decrease in pain.

"Some medical benefits of CBD's are:

- CBD inhibited U87-MG and T98G cell proliferation and invasiveness in vitro and caused a decrease in the expression of a set of proteins specifically involved in growth, invasion and angiogenesis.
- CBD treatment caused a dose-related down-regulation of ERK and Akt prosurvival signaling pathways in U87-MG and T98G cells and decreased hypoxia inducible factor HIF-1 $\alpha$  expression in U87-MG cells.
- Has been found to relieve convulsions and other movement disorders. Is

- an anti-spasmodic and antiepileptic.
- At high doses (more than a few hundred mg) CBD can be sedative and helps insomniacs' stay asleep longer. In low doses, CBD has been found to be alerting.
- It is also effective in reducing inflammation (anti-inflammatory), anxiety (anxiolytic), nausea (anti-emetic)
- Is a powerful pain reliever (analgesic) It is effective in both peripheral neuropathic pain and central pain.
- It has been shown to inhibit cancer cell growth (anti-carcinogenic)
- It is an immunomodulator and helps the immune system function more efficiently.
- It is a neuroprotectant and a powerful antioxidant. It has applications in treatment for Alzheimer's, Parkinson's, cerebral ischemia, and brain and nerve damage from stroke.
- It is an anti-psychotic and recent research has indicated it is effective in treatment of schizophrenia.
- CBD could be effective in easing symptoms of a wide range of difficult-to-control conditions, including: rheumatoid arthritis, diabetes, alcoholism, PTSD, epilepsy, MS, antibiotic-resistant infections and neurological disorders, to name a few.
- It has been found to be effective in treating gastrointestinal disorders like IBD and Crohn's Disease."

(<https://dixieelixirs.com/resources/cannabidiol-cbd-fact-sheet/>)

There are different levels of CBD's within marijuana plants ranging from 1 to 6%, with 6% being very potent. Strains such as Skunk Haze, Shark, Sour Tsunami, Ghost Rider, Harlequin, Jamacian Lion and Omrita Rx3 all have 6% or higher potency level. Others such as Nordle, Critical Mass and Cannatonic average around 5% CBD. Patients who are suffering from debilitating pain, HIV, seizures, kidney disease, epilepsy, and muscular sclerosis will be prescribed a medication free of charge. We are looking into CBD's to better our patients, and to help them manage pain more effectively without creating the "high" from marijuana. This will give our patients multiple ways to deal with their pain if they are looking for a clean safe and effective medicine.

To obtain participants, we at BioRelief Pharmaceuticals will post detailed information about this study both online and in-store.

- This study will be based on volunteers who sign up.
- The postings will give information about the study as well as information in contacting us at BioRelief to find out more information.
- Once we have gained enough participants we will conduct the study.
- All information within the study will be confidential and will only be used for furthering medical knowledge of CBD's, and its affect on the listed ailments.

- Participants will be given free medicine if they choose to participate in the study along with other benefits such as therapy sessions and group sessions to track their progress.
- This research will be overseen by Jenelle Dunstan, a Graduate from Syracuse University with a B.S in Biology.

Results intended after the 2-month study are to show that higher CBD's within marijuana will help participants with debilitating ailments who deal with chronic pain. This knowledge will help us better understand CBD's and their effect on chronic pain due to the ailments this research is studying. This research study will also help us formulate mechanisms to help treat each patient with the best individualized medicine, and those that are most affective for the patient based on their medical needs.

#### **IV. Community Benefits Plan**

BioRelief will be an active participant with community organizations to promote a positive and safe social and community-oriented environment. A portion of BioRelief's income will be reinvested into the community to support critical programs and services that have a positive impact and promote social welfare. We are looking to participate in town clean ups, support youth and disabled programs, and organizations that contribute to the promotion of positive and safe communities. Our goals as both a company and community member are to create and maintain a positive outlook on our dispensary while helping patients in need.

An example of community outreach programs our company can possibly support in the Town of Wethersfield is as follows:

- Mikey's place
  - Senior center
  - Youth programs (parks and rec.)
  - Program for the Disabled
  - Programs for underprivileged youth
  - Educational Programs
  - Donate to the Nature Center
  - Keeney memorial
- Dispensaries provide benefits to the sick and suffering within our community. Dispensaries help patients by removing barriers that would otherwise stop them from being able to obtain their medicine. Oftentimes, patients have no knowledge, skill, or equipment to be able to produce or obtain their medicine whereas dispensaries have all the necessities to provide a quality, safe and effective medicine for the patients. Dispensaries also provide a safe place where transactions can occur without patients risking illicit transactions through other means.

- Dispensaries provide psychosocial health benefits to patients within our community. With patients having a safe environment along with effective medicines, they will be able to meet others forming relationships. This in turn will raise the customers overall experience, and sub sequentially lead to higher levels of satisfaction and wellness.
- Dispensaries provide key health and social services to their patients and caregivers. Dispensaries provide patients with various assortments of cannabis therapies, which gives patients the opportunity to see which regimen best fits their needs. They can find this relief through inhaling consuming edibles, tinctures and extracts in order to treat their particular symptoms. Other programs are also provided to customers. Programs include wellness counseling, Q&A sessions, support groups, hospice care, and other alternative therapies such as massage, reflexology, and yoga. These services provide patients with a broad range of experiences and treatments to coincide with their medical cannabis treatment plan that they otherwise may have not been exposed to, or known existed.
- Dispensaries increase public safety in the areas around them. Many cities and towns where dispensaries are located have experienced a decrease in crime along with unwanted behaviors. This is seen most when the dispensary is well-run and regulated and supported by the law. Dispensaries take security measures seriously, often employing multiple security guards along with installation of security cameras and alarm systems. These security measures deter those who would otherwise engage in any unwanted behaviors and increases the safety of the neighborhood it serves. Dispensaries severely limit and sometimes deplete the illicit sale of drugs by criminals and criminal enterprises, while also redirecting profits from sales to local communities, cities, and states.
- Dispensaries are good neighbors an can revitalize an area. Dispensaries place good neighbor policies with all of their patients. This encourages patients to be respectable and positive forces in the area around the dispensary. Dispensaries also bring in foot traffic, which in turn would help neighboring businesses by providing new cliental which wouldn't otherwise be there.
- Dispensaries create jobs in the community. With high unemployment rates within cities, it is important to realize that dispensaries will provide new employment, which includes management, production staff, service personnel, and community liaison positions.
- Dispensaries provide much needed revenue through business an sales taxes. Dispensaries, which are well run, can provide a great deal of revenue through normal business taxes and to the county through sales taxes. There have

been a number of cities which have created special permits for dispensaries requiring operating fees to help offset any possible costs they town may have.

Key company objectives as part of the Community Benefit Plan include:

- To serve our community, both patients and non-patients alike, through charitable community events and services.
- To be a good neighbor to local residents and businesses by engaging community leaders and citizen groups as a responsible service provider.
- **Emphasis on being a “Good Citizen”**- by working with the community, the city, and police department as a responsible service provider.

## **V. Substance Abuse Prevention Plan**

In order to combat substance abuse in Connecticut, BioRelief will allot an amount of \$2,500 toward substance abuse educational material about substance abuse prevention, help, and literature if awarded a dispensary license. Our substance abuse initiative will be multifaceted, involving the partnership with current existing substance abuse programs. Substance abuse programs and rehabilitation facilities within Hartford County such as the Chrysalis Center, Blue Hills Treatment Center, and Community Substance Abuse Centers help individuals with personal addiction along with other issues.

With the partnership of these facilities along with the educational material and informational classes we are going to provide, patients will be able to obtain the information needed to understand the risks of certain medicines. This will help lead patients to make the best decisions for their own well being with the aid of trained professionals to guide them. The partnership with the treatment centers will help ongoing efforts to battle substance abuse within the state of Connecticut.