

ORIGINAL



Medical Marijuana Program

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

E-mail: dcp.mmp@ct.gov • Website: www.ct.gov/dcp/mmp



DISPENSARY FACILITY LICENSE APPLICATION

GREENWICH BLOOM

200 PEMBERWICK ROAD
GREENWICH, CONNECTICUT 06830



A. BUSINESS INFORMATION OF APPLICANT

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 type="checkbox"/> Limited Liability Co.	<input type="checkbox"/> Partnership	<input type="checkbox"/> Limited Liability Partnership	<input type="checkbox"/> Unincorporated Association	<input checked="" type="checkbox"/> Other: Individual
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2. Legal Name of Applicant: AVERARDO P. PASCARELLA ("Applicant")

3. Trade Name of Applicant: ** TBD. Any licenses awarded Applicant will be assigned to a new corporate entity.

4. Applicant's Business Address: 675 STEAMBOAT ROAD

5. City: GREENWICH 6. State: CT 7. Zip Code: 06830

8. Daytime Telephone Number: (203) 422-2550 9. E-mail Address: aldo@pascarellalaw.com

10. Applicant's Mailing Address (if different than business address): 11. City:

12. State: 13. Zip Code: 14. Daytime Telephone Number: 15. Fax Number: (203) 422-2577

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: ALDO PASCARELLA	17. Primary Contact Title: APPLICANT
18. Primary Contact E-mail Address: aldo@pascarellalaw.com	19. Primary Contact Telephone Number: (203) 422-2550

Section D: Proposed Dispensary Facility Information

28. Proposed Dispensary Facility Address: 200 PEMBERWICK ROAD 29. City: GREENWICH

30. State: CT 31. Zip Code: 06830 32. Telephone Number: (203) 422-2550 33. Fax Number: (203) 422-2577

34. Own or Lease Property: Own 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: RIVERSEDGE PARTNERS

Section E: Business Association Information

36. Are you associated with any other dispensary facility license applicant or producer license applicant:

Yes No

If yes, provide the name of all applicants with whom you are associated. Attach additional pages if necessary.

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	9:00 am	to	7:00 pm	Friday	9:00 am	to	7:00 pm
Tuesday	9:00 am	to	7:00 pm	Saturday	9:00 am	to	7:00 pm
Wednesday	9:00 am	to	7:00 pm	Sunday	9:00 am	to	7:00 pm
Thursday	9:00 am	to	7:00 pm				

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	9:00 am	to	7:00 pm	Friday	9:00 am	to	7:00 pm
Tuesday	9:00 am	to	7:00 pm	Saturday	9:00 am	to	7:00 pm
Wednesday	9:00 am	to	7:00 pm	Sunday	9:00 am	to	7:00 pm
Thursday	9:00 am	to	7:00 pm				

Section H: 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:	The Pascarella Law Firm, PC	44. Time Period:	9 YEARS
	Pareto LLC		9 YEARS
	A-1 LLC		2 YEARS
	The Timber Trails Club, Inc.		< 1 YEAR

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:	90 Oneida Drive, Greenwich CT	46. Time Period:	6 YEARS
	165 Mason Street, Greenwich CT		10 YEARS
	675 Steamboat Road, Greenwich CT		25 YEARS
	Timber Trails, Sherman, CT		40 YEARS

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: NONE AT THIS TIME.	48. Percentage of ownership
Upon awarding of a license the Applicant will identify	
backers as needed in consultation with the State and	
experienced venture financing professionals.	
Applicant / State to split royalties for any IP revenue stream.	IP SPV - 50/50

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:
NONE AT THIS TIME.		
Upon awarding of a license the Applicant will		
develop a compensation program		
in consultation with the State and an		
expert on the staffing of dispensaries.		

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:
NONE AT THIS TIME.	\$	

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: ALL TIME DETECTION INC.

56. Primary Security Company Address (including Apartment or Suite #):
28 WILLETT AVENUE

57. City: PORT CHESTER

58. State:
NY

59. Zip Code:
10573

60. Telephone Number:
(914) 939-6660

63. Backup Security Company Name (if applicable):

AES

64. Backup Security Company Address (including Apartment or Suite #):
16 BROOKFIELD STREET

65. City: NORWALK

66. State:
CT

67. Zip Code:
06851

68. Telephone Number:
(203) 952-9957

69. Fax Number:

70. E-mail Address: dtaylor@aesalarm.com

71. a dis SEC 21A-408-62 Security Plan to be developed at Applicant's sole cost and expense in consultation with State and experts.
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.

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:

11/15/13

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

I fully understand that if I knowingly make a statement that is un true 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:

11/15/13

APPLICANT'S TAX RETURNS

Federal and State tax returns submitted but not included as they are not subject to FOIA.

- **Averardo P. Pascarella & Christine Petersen**

A. BUSINESS INFORMATION OF APPLICANT (CONTINUED)

2.

The Applicant, a Connecticut real estate attorney, represents the owner of a mixed use commercial building in Greenwich, Connecticut (the "Proposed Site") and has no qualifications, experience, or industry knowledge relevant to the development and operation of a dispensary facility.

If awarded a dispensary license the Applicant will consult with experts in relevant fields and the State in order to develop a dispensary of the finest atmosphere, service and product quality at the Proposed Site. Attached are the resumes of consultants who have agreed to advise the Applicant at the time of this application. The Applicant will consult with additional experts and confer with the State regarding all aspects of this application.

If awarded a dispensary license the Applicant will assign the license to a new Connecticut corporate entity. The working name for said corporate entity is "Greenwich Bloom". The name is intended to stimulate positive emotional connections around the marijuana sold at the Proposed Location and to connote the highest quality products.



The brand will be enlivened by the sense of place at 200 Pemberwick Road and the dispensary will be designed and developed around the idea of very comfortable surroundings, affordable comfort foods and beverages, opportunities to socialize with other members, informal religious instruction and end of life counsel, and the finest quality of genetically engineered and hydroponically grown Connecticut marijuana.

- The corporate name Greenwich Bloom is available

Please check the following errors:

No records found for Business Name greenwich bloom

Business Inquiry

 HOME  HELP

Business Inquiry

Search by Name:


greenwich bloom

Search by Business ID:

Search by Business Number:

Number

Message from webpage

 No records found for Business Name greenwich bloom

25

The wild card
Example: S
Result: All

risk symbol *.
isplayed.

- The Internet domain name GreenwichBloom.com is available.

network solutions®

Order Now: 1-877-628-8686 Support Renew Services My Cart (0) MANAGE ACCOUNT

BECOME A RESPELLER Search

All Products Domain Names Websites & Online Stores Hosting & SSL Professional Email Online Marketing

Network Solutions >> Domain Name Registration >> Domain Name Search Results V2 Log In

greenwichbloom.com is available!
greenwichbloom.net is available!

ADD TO CART

[Or Search Again](#)

Premium Resale Domain Names

<input type="checkbox"/> blushbloom.com	\$2,595
<input type="checkbox"/> greenwicharts.com	\$1,888
<input type="checkbox"/> aigalbloom.com	\$999
<input type="checkbox"/> bloominbusyflowershop.com	\$577
<input type="checkbox"/> greenwichdrycleaners.com	\$488
<input type="checkbox"/> greenwichvillageapartment.com	\$1,199

[Show More](#)

Add Selected to Cart

3. Financial Statement

Business transactions

Elements

Details

Selling marijuana

Maximum purchase of 2.5 ounces per month per patient
@ \$100 / ounce = \$250 / month

Fairfield County 250 members

YEAR ONE

Drug Sales \$62,500 / month or \$750,000 / year

Rent @\$40/ft = 18,750 of space

Food & Beverage

Comfort food. Some desert items
containing the controlled substance
i.e. "Bloom Brownies."

25% Products \$40+
50% " \$10-40
25% " \$1-10

200 Pemberwick – Lease Options

- North Bldg $7,585 + 1,016 = 8,601$ RSF @ \$40 / RSF = \$ 344,040 / year rent
 $\$750,000 - \$ 344,040 = \$ 405,960$ remains for salaries & programs
- Main Bldg $14,886$ RSF @ \$40 / RSF = \$ 595,440 / year rent
 $\$750,000 - \$ 595,440 = \$ 154,560$ remains for salaries & programs
- South Bldg $8,040$ RSF @ \$40 / RSF = \$ 321,600 / year rent
 $\$750,000 - \$ 321,600 = \$ 428,400$ remains for salaries & programs

CONSULTANTS WHO HAVE AGREED TO ADVISE APPLICANT

CORPORATE COMMUNICATIONS & INVESTOR RELATIONS

- Toni Simonetti

TONI SIMONETTI
WESTPORT, CT 06880 | 917.822.3392
tonisimonetti@optimum.net

EXCELLENCE IN STRATEGIC COMMUNICATIONS
REPUTATION AND BRAND MANAGER | TEAM LEADER | TRUSTED C-LEVEL ADVISOR

Accomplished global communications executive with expertise in transportation, industrial, technology, healthcare, media and financial services sectors; additional early experience as a journalist. Strong track record of providing valued, results-oriented guidance to C-level executives. Highly regarded manager and team leader dedicated to staff advancement. Proven ability to manage and enhance corporate reputation throughout the business cycle, and to safeguard reputation during challenging business conditions. Consistently embraces new technologies and establishes interactive conversations with stakeholders.

- Communication Strategy
- Media Relations and Public Relations
- Corporate Spokesperson
- Investor Relations / Financial Communications
- Crisis Management
- Legislative / Regulatory Affairs
- Employee Engagement
- Executive Visibility
- Change Management
- Interactive Practices and Tools

PROFESSIONAL EXPERIENCE

DANA HOLDING CORPORATION, Detroit, MI

February 2011 – June 2012

Leading supplier of driveline products and power technologies for light and heavy vehicle manufacturers

Vice President, Corporate Affairs and Chief Communications Officer

Oversaw all communications and marketing activities for this Fortune 500 (+\$6 billion) publicly traded global automotive supplier company with 24,000 employees and operations in 26 countries.

- Developed communications and public affairs capability to fit size and stature of the company in growth mode after emerging from restructuring in 2008 and weathering severe economic downturn in 2009.
- Directed media relations, employee communications, reputation management, marketing communications and crisis communications at the corporate level and oversaw business unit activities in these areas globally.
- Established Government Relations capability to meet increasing regulatory demands.
- Coordinated financial communications in concert with Investor Relations activities to assure consistent strategies and messaging to all relevant stakeholders.
- Provided strategic counsel to the CEO and other members of the C-Suite.

CENTENE CORPORATION, St. Louis, MO and New York, NY

2009-2011

Operates health plans for the uninsured and underinsured; has diversified specialty companies in areas such as pharmacy, behavioral health, case management, dental and optical benefits, and disease management/wellness.

Senior Vice President, Public Affairs; Chief Communications Officer

Directed all communications/marketing activities for Fortune 500 (~\$4.5 B) publicly traded health care company.

- Developed appropriate in-house communications and public affairs capability.
- Directed media relations, reputation management, marketing communications, and crisis communications at the corporate level and managed subsidiary activities in these areas in more than 10 states
- Coordinated Government Relations and Investor Relations activities to ensure consistent strategies and messaging to all relevant stakeholders.
- Provided strategic counsel to the CEO and other members of the C-Suite.

ALLY FINANCIAL (formerly GMAC FINANCIAL SERVICES), New York, NY**2006-2009****Vice President, Global Communications and Chief Communications Officer**

Directed all communications activities for former GM subsidiary, including media relations, international communications, reputation management, and C-level executive support. Oversaw regulatory communications, including key message development and public policy interaction. Managed team of 40 and budget of \$25million.

- Transformed fragmented communications efforts into unified messaging strategy to both internal and external stakeholders, establishing GMAC as a stand-alone entity separate from former corporate parent.
- Introduced the organization to social networking concepts that contributed to unified messaging efforts.
- Restructured global communications team, expanding competencies and elevating performance to meet new business needs; hired and re-assigned employees.
- Created and managed GMAC's reputation pre and post bank status approval and receipt of TARP funding; set strategy and ensured adherence to high standards of behavior for positive public perception of GMAC.

GENERAL MOTORS CORPORATION, New York, NY and Detroit, MI**1999-2006 and 1985-1998****Executive Director, Global Media Relations and Financial Communications**

Oversaw all financial, global media relations and New York regional communications, including mergers and acquisitions and crisis management. Advised CEO, CFO, and other C-suite executives regarding communications endeavors, including speech, interview, and legislative testimony preparation. Managed geographically dispersed staff of 20, including employees in Detroit and Washington, and budget of \$8 million.

- Developed effective communications strategies that unified previously disjointed messaging.
- Advocated for and achieved early adoption of SEC-mandated financial disclosure (Regulation FD).
- Prepared healthcare positioning and messaging and led media tutorials that educated legislators, journalists and investors on the challenges of rising healthcare costs and positioned GM as a leader in developing cost reduction solutions.
- Advised senior executives and developed guidelines to ensure adherence to strict ethical standards during challenging business conditions.
- Built high-functioning communications team, providing key leadership capabilities at crucial time for GM.

Director, Corporate Communications, New York, NY (1993-1998)

Established robust communications and public relations presence in New York City. Led all communications initiatives for treasury, M&A, investor relations, capital allocation, and FX, directly advising CFO and CEO. Oversaw relationships with financial, business, trade, and international media. Supervised all communication activities around pension funding, key acquisitions and divestitures, and hostile shareholder actions.

Media Relations, Detroit, MI (1989-1993)

Managed all external communications and provided overall communications counsel and support for a diverse portfolio of "beats," including environmental and regulatory issues, automotive design, new product and technology development, and research and development.

Employee Communications, Detroit, MI (1985-89)

Member of an award-winning team that facilitated global, employee engagement through progressive communications practices that encompassed executive, salaried and unionized employees.

RAYTHEON CORPORATION, Lexington, MA**1998-1999****Director, Media Relations and Interim Vice President, Global Communications**

Oversaw global media relations for \$20 billion diversified global technology, defense and aerospace company. Advised senior executives on reputation management and internal / external communications. Served as company spokesperson on all financial, labor, and technical issues. Managed 25 direct / 40 indirect reports and budget of \$20 million. Named interim Vice President of Corporate Communications reporting to CEO during nine-month executive transition period.

Panax Newspapers - Utica, MI
Executive Editor (3 years) and **Reporter** (3 years)

CBS Affiliate WJBK-TV - Detroit, MI
Intern, News Department

EDUCATION AND TRAINING

Master of Business Administration, Oakland University, Rochester, MI
Bachelor of Arts in Journalism, Oakland University, Rochester, MI
Worked full-time while completing both degrees.

Center for Creative Leadership, Colorado Springs, CO
Leadership at the Peak, Your Perspectives

University of Michigan, Ann Arbor, MI (in conjunction with National Investor Relations Institute)
Theory and Practice of Investor Relations

PROFESSIONAL MEMBERSHIPS

National Investor Relations Institute (NIRI)
Arthur Page Society
Public Relations Society of America (PRSA)
PR Seminar for senior communications officers
The Wisemen

FOOD AND BEVERIDGE R&D (INCLUDING ALCOHOL REGULATORY COMPLIANCE, AND QUALITY ASSURANCE STANDARDS)

- **Kevin Mowers**

New Venture / M&A / Strategic Planning
Innovation Strategy

Product Development / R&D

P&L / Cost Optimization

QA / Regulatory / Compliance

Consumer Marketing

Sales Force Management

Area of Focus:

- Alcohol: Sprints, Wine and Beer
- Nutritional/ Functional
- Confectionary/ Baked Goods
- Organic, Natural, Vegan and Gluten-free

Nearly 20 years of cross-functional business experience leveraging M&A, technical innovation, marketing and supply chain management.

Focused on driving growth, improving margins, winning market share, and developing teams' peak performance including:

- Innovation strategies: concept to commercialization
- Business/ acquisition strategy
- Consumer marketing & trend analysis
- Technical research & development

EXPERIENCE

LIQUID INNOVATIONS LLC

Greenwich, CT (2011 – Present)

Strategic Consultant – Innovation / New Venture

- Consulting projects have included developing new technical innovation strategies, building time/cost efficient processes, identifying brand building and strategic alliance options, managing full cycle supply chain, and executing multiple product launches.
- Full innovation strategy representative clients:
 - Heineken
 - Ricola
 - Aveniu Wines
 - Other: energy, spirit and wine companies
- Product examples:
 - Pomagria™: concept to commercialization product launch of best-in-class pomegranate sangria wine
 - Delivered product to shelf within 6 months while exceeding consumer and costing target goals
 - Tecate Michelada™: Created technical innovation strategy to deliver successful product launch of first-to-market pre-made malt beverage
 - Reduced launch time to 6 months from 18 months while exceeded all consumer testing hurdles and cost estimates

DIAGEO

New York, NY and Norwalk, CT (2004 – 2011)

Marketing, Innovation & Business Development

Business Development / M&A:

- Identified gaps in Diageo portfolio and developed process to identify best potential acquisition candidates resulting in multiple key acquisitions, strategic alliances, and partnerships (Ketel One Vodka, Zacapa, Zwack).
- Supported Ideation Business Core Values, Purpose and Envisioned Future by building in a technical arm in the early stages of project development/screening to assure more diligent and rigorous results from industry experts resulting in executable projects.

Innovation:

Spearheaded an accelerated spirit pipeline delivering higher NSV growth and profit to Diageo:

- Metropolis (July 2011). Diageo's first multicultural, cross category line of premium spirits (i.e. gin, rum, vodka). Identified business opportunity and led cross-functional team to deliver opportunity/financial assessment, concept development, brand name, packaging/label, formula optimization, and concentrate pricing. In addition to leading the product development, led the marketing plan development and management of the launch market. Led the agency pitch process to add a new advertising agency to the Diageo agency roster and managed the creative development process.
- Crown Royal Black (March 2010). Led the strategic development, business plan, and launch of Crown Royal Black. Crown Royal Black exceeded plan in year one by 100% becoming the year's biggest NSV contributor at \$58mm and is on target to double volume in year 2.
- Seagram's Dark Honey Whiskey (October 2009). Developed the business case and led cross-functional team resulting in a new style of whiskey that brings in entry level whiskey drinkers to an aging brand and category. Drove in-market execution to deliver \$6mm NSV, which ranked in the top ten of IRI new spirits launched in 2010.
- Jeremiah Weed Blended and Cherry Mash Bourbon (September 2009). Identified business opportunity and led cross-functional team to deliver opportunity/financial assessment, concept development, brand name, packaging/label, formula optimization, and concentrate pricing. Product accolades

include Double Gold in the 2010 San Francisco Spirits Awards. Delivered \$2mm in NSV in year one. Jeremiah Weed bourbon provided a better tasting, easy drinking alternative to leading competitive products and opened up an opportunity to compete with category/segment market share leaders.

- Designed successful award-winning liquids and package that met internal action hurdles for COGS, Consumer Action Standards and Timing
 - Crown Royal Cask 16 (Oct 2007) Malt Advocate 'Best Canadian Whisky of the Year' and 'Best Top 10 New Products 2007.' Achieved the distinction of being the #1 selling Spirits brand over \$100
 - SFSC – Tanqueray Rangpur (2007, Double Gold), CR XR (2006, Gold), Baileys Coffee (2008, Gold), CR Black (2010, Silver)
 - Smirnoff Raw Tea, Diageo 'Top Innovation Award'

H.J. HEINZ

Pittsburgh, PA (1999-2004)

Project Manager, R&D, Innovation, Business Development - Frozen Diet Entrees and Snacks Innovation

- Successfully led cross-functional team to efficiently and effectively deliver product ideas to shelf including:
 - Frozen snacks (Ore-Ida, Bagel Bites, etc)
 - Diet products (Weight Watchers, Smart Ones, etc)
- Successfully identified potential acquisition candidates; performed due diligence; and designed integration plan:
 - Two acquisitions, one divestiture and one strategic alliance drove sales up \$150 MM
 - Placed H.J. Heinz as #1 market share in frozen snacks
 - Screening Methodology – Designed model prioritizing best candidates (public or private) to add value/synergy to business
 - Due Diligence – Performed with internal and external team to determine manufacturing, financial and organizational impact:
 - Organization & Public Relations - Management Organization & Staffing (Quality or Regulatory Issues)
 - Financial, Operations & Purchasing – Valuation, Transfer Pricing Cost Synergies, Efficiencies
 - Marketing – Synergy, Distribution, Market Penetration Assessment
 - Integration Plan – Negotiated terms, timing and talent and made recommendation for purchase structure options
- Utilizing 6 Sigma Training, maximized plant operation efficiencies and processes and drove \$5.1MM savings

CONAGRA

Omaha, NE (1997-1999)

Project Manager/Technologist, R&D - Innovation & Long Range Development

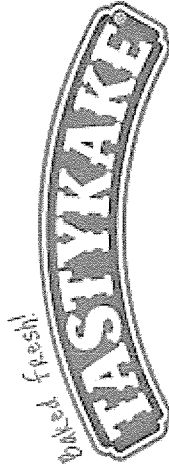
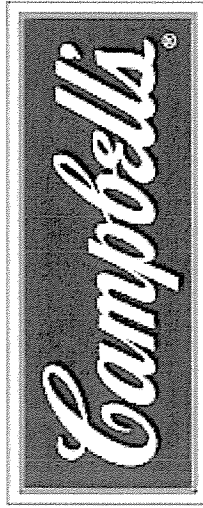
- Implemented Idea Generation Program throughout company, resulting in multiple new product and package innovations
- Led cross-functional technical team to successfully develop a range of healthy and hearty meals:
 - Healthy Choice, Advantage 10
 - Kids Cuisine, Marie Calendar
- Developed and successfully sold new product for key food service accounts:
 - Marriott, KFC, Pizza Hut, NWA, Church's

EDUCATION

Masters in Business Administration (Finance & Strategy), University of Pittsburgh (Katz), Pittsburgh, PA, 2002

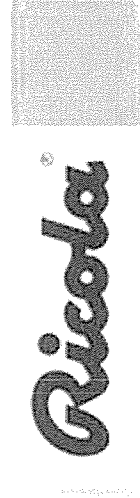
Bachelor of Science, Food Science/Engineering, University of Delaware, Newark, DE, 1997

Diverse Portfolio of Companies Worked With...

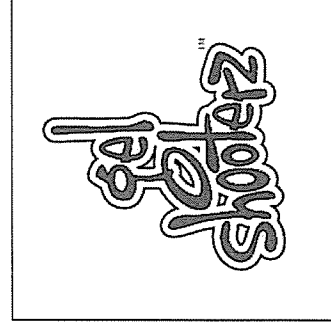
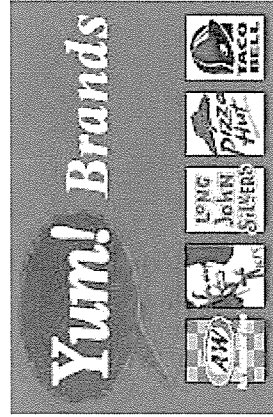


DIAGEO

ConAgra
Foods®



AVENÍU
B R A N D S
A G O D O R N I U C O M P A N Y



★ **Heineken®**

Experience

Kevin Mowers, President of Liquid Innovations, has nearly 20 years of experience in research & development including formulation, commercialization, labeling/regulatory compliance, supply chain management, and quality control. Over his career, he has worked across multiple food and beverage categories such as dietary supplements, functional foods/beverages, confectionaries, and alcohol. He brings a fresh, multi-category perspective to businesses to create the highest quality products while significantly reducing timing and costs.

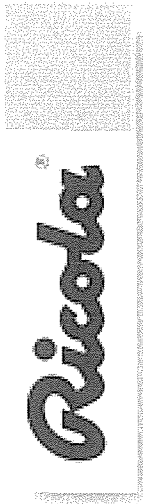
Kevin started his career working in R&D Innovation and Business Development on various projects with Campbell's, TASTYKAKE, ConAgra Foods, and H.J. Heinz. While at Heinz, he led two acquisitions, one divestiture and one strategic alliance which placed Heinz as #1 in frozen snacks and increased sales by \$150 MM. From there he continued his evolution from food to beverage with his successful new venture launch of GelShooterz™ (a pre-made alcohol gelatin cocktail). In 2005, Kevin joined Diageo expanding his management skills within Innovation, Supply-Chain Management, Strategy and Marketing. He then successfully took on a new venture with the successful launch of Energy Catalyst™ (an all-natural micro energy shot).

Since starting Liquid Innovations, Kevin's consultancy practice has worked with numerous clients on a diverse multi-categorical range of projects in multiple markets. These have included developing technical innovation strategies, building time/cost efficient processes, facilitating ideation session/concept building, navigating domestic and international regulatory requirements, managing full cycle supply chain, and executing multiple product launches.

Representative Brands: R&D, Innovation and M&A ...

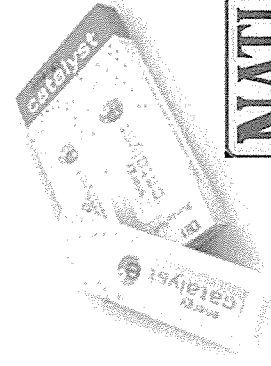


Healthy
Choice.



Zacapa
Aguave

AGED ABOVE THE CLOUDS

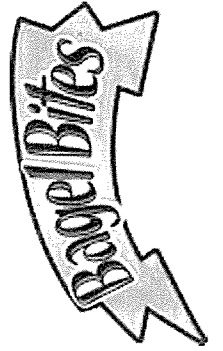


NATURE VALLEY

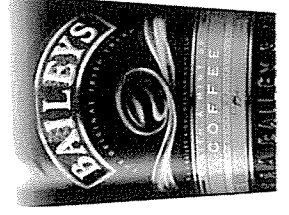
Kid Cuisine



Delimex
DELICIOUS MEXICAN FOOD



Retel One
VODKA



FOOD & BEVERAGE OPERATIONS

- Jeff Pandolino

JEFFREY PANDOLFINO

Home: (203) 340-2725 / Cell: (917) 331-0026 / JEFFREYPANDOLFINO@gmail.com

SENIOR OPERATING EXECUTIVE

Innovative thinker with broad-based experience in operations, finance, and business development

Proven ability to quickly analyze key business drivers, and to develop/implement result driven strategies

- * Developing New Business
- * Managing Budgets and P&LS
- * Developing Teams
- * Raising Capital
- * Redesigning Business Systems
- * Growing Revenue & Profits
- * Negotiating and Closing Deals
- * Forming Strategic Alliances
- * Building Shareholder/Owner Value

EXECUTIVE HIGHLIGHTS

Built solid track record of success leading start-ups, turnarounds and rapidly growing concepts

Business Development and Sales Leadership - Developed exclusive relationships with top organizations to secure contracts to provide catering services for planned events.

New Business Start-Up - Established and built support structure for innovative catering and prepared foods company which grew to cater over 400 annual events, \$2.2M in annual sales, and realized over 20% profit

Strategic Planning - Developed and implemented plan to stabilize stagnant business in 16 unit sandwich chain.

CAREER DEVELOPMENT

Chief Operating Officer / Consultant, Blue Print Cleanse. New York NY 2008 - 2009

Providing direct entrepreneur to entrepreneur operational support for young juice cleansing business. Organizing all Operational systems and procedures to ensure highest levels of customer service, product integrity, and profit are reached.

- Developing strategy to expand production capability and distribution outside of New York with new juicing facility
- Working directly with suppliers to ensure highest quality product is received at lowest prices by establishing systems to track ordering trends, waste, and juice yield. Lowered produce costs by 8% by implementing weekly produce bidding
- Developed long term plan to implement use of 100% organic produce and eco-friendly paper and packaging supplies
- Initiated conversation with Fresh Direct to act as exclusive distributor, allowing them create a revenue stream through the sale of Blue Print Cleanse and working with them to develop pre, during, and post detox meal program

Owner, Plum Pure Foods, Greenwich, CT 2003 - 2008

Started a company that operated a 2000 square foot retail store front, artisan cheese shop and full service catering division specializing in local, sustainable, and all-natural foods. Designed, constructed and maintained a state of the art production kitchen. Hired and trained retail, kitchen and catering staff to exceed demanding expectations of customer base by establishing service systems and procedures. Developed yearly marketing and sales plans to maximize experiences, create employee opportunities and drive profits.

Grew business from start-up to over 150 daily retail customers, 400 annual full service events and over \$2.2M in sales in 4 years and subsequently sold business to a group from Abigail Kirsch Catering

- Developed and implemented innovative business concept to address undeserved niche market need and reached break even point in first 6 months of operation
- Outperformed annual sales budgets by 10% while growing comp sales by over 40% annually
- Member of the "Green Restaurant Association"
- Created a platform for many locally produced food products to be featured
- Returned initial investment in Year 1 and delivered over 20% in profit in Year 2 to Year 4
- Plum Pure Foods was featured in many local magazines, newspapers and television spots. Highlighted in the October 2006 issue of Town and Country Magazine & Voted "2007 - Most Creative Culinaris" by Greenwich Magazine

Operations Manager, Pret A Manger, New York, NY 2001-2003

Brought in by All-Natural British Sandwich concept to build and lead their expansion in New York. Charged with executing strategic plan to grow to 16 units within 24 months of operations while maintaining strict corporate guidelines and adhering to UK based systems and policies.

Developed concept from 1 to 16 units, 20 to 200+ employees and annual sales of over \$20M

- Worked with New Product Team to identify food trends and provide a "New York" twist to British concept
- Delivered all 15 new units to Operations Team at least 5% under construction budget, with a fully trained retail and management staff
- Worked with McDonald's Corporation & Chipotle to streamline accounting, purchasing, real estate and head office systems in return reducing total G&A expenses by over 8% and unit food and operating costs by 6%
- Grew each unit to pro-forma sales projections of \$1.5M per unit and delivered 35% Gross Profit
- Developed Corporate Catering Program to target daily office meals and grew business from \$500K in Year 1 to over \$1M in Year 2 with minimal impact on unit costs by working directly with Seamless Web.

General Manager, Cosi Sandwich Bar, Washington, DC 2000-2001

Brought in to build and lead NY based sandwich concepts first joint venture unit with Xando Coffee Bar in Alexandria, VA.

Eventually promoted and charged with the task of rebuilding existing units and preparing them for transition to combined concept operations.

Grew sales from \$2M to \$2.25M, retained 90% of staff, transitioned 3 existing units in new concept stores

- Worked with corporate F&B team to develop, test, and rollout over 10 new menu launches in 18 months
- Lead local training initiative to build teams to be transferred into new store openings

Catering Director, Dean & Deluca, Washington, DC 1997 - 2001

Joined Dean & Deluca as Catering Chef and quickly assumed full responsibility for P&L, marketing, and business development for Corporate & Full Service catering programs. Provided strategic and tactical leadership to staff of 6.

- Identified top 50 area business firms in each sector and worked with New York offices to create new POS materials for direct mailing to over 500 potential clients.
- Grew annual sales from \$400K in 1997 to over \$1.2M in 2007, and brought department to profitability in Q3 2008
- Negotiated seasonal purchases with vendors to insure availability of product and provide savings of 2% to 4% on COGS
- Developed "Job Aides" for all positions on staff and cross trained employees to be able to work every position
- Implement IT changes by converting from excel based order system to Cater Ease web-based order system

CONSULTING ENGAGEMENTS

Creminelli Meats - Retail Operations Consultant

Retained to developed all aspects of retail concept from menu development, equipment needs and site design for all-natural sausage company in Seattle's Pike's Market.

Knipschild Chocolates & Chocopologie -Business Development

Working directly with Fritz Knipschild on business development plan for expansion of the Chocopologie concept, whole-sale distribution and future franchise offerings.

COMMUNITY SERVICE & BOARD MEMBERSHIPS

Board Member - TAG (Transportation Authority of Greenwich)

Board Member & Council Chairman - Greenwich Council Boy Scouts of America

EDUCATION

Johnson & Wales University, Providence, Rhode Island A.O.S. in Culinary Arts

Florida International University, Miami, Florida Courses in Hotel/Restaurant Management

PHARMACIST

- **Jennifer Weis**

Q.23 Jennifer C. Weis

PHARMACIST
CVS Pharmacy

2008- PRESENT
WILTON AND RIDGEFIELD, CT
2005- 2008
NEW MILFORD, CT

I began in 2005 at the New Milford location. We moved in 2008 to South Salem, NY. From 2008- present I have been working at the Ridgefield and Wilton locations. I am currently at the Wilton location. No allegations of having violated laws or regulations during the time period I was associated with these pharmacies.

PHARMACIST
Liggett Rexall Drug

2001-2004
Danbury, CT

I left this pharmacy after the birth of my third child. This pharmacy was sold to CVS in the fall of 2004. No allegations of having violated laws or regulations during the time period I was associated with the pharmacy.

PHARMACY MANAGER
Stop & Shop Pharmacy

1996-2000
Norwalk, CT

I left this pharmacy after the birth of my first child. No allegations of having violated laws or regulations during the time period I was associated with the pharmacy.

PHARMACIST
Stop & Shop Pharmacy

1994-1996
New Milford, CT

I left this pharmacy after being promoted to manage the Norwalk Stop & Shop location. No allegations of having violated laws or regulations during the time period I was associated with the pharmacy.



Medical Marijuana Program

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

E-mail: dcp.mmp@ct.gov • Website: www.ct.gov/dcp/mmp



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): Jennifer Christine Weis			
2. Home Address (including Apartment or Suite #): 7 Cross Pond Road			3. City: South Salem
4. State: NY	5. Zip Code: 10590	6. Date of Birth: [REDACTED]	7. Telephone Number: 914 977-3534
8. Social Security Number: [REDACTED]			9. Gender: <input type="checkbox"/> Male <input checked="" type="checkbox"/> Female
10. E-mail Address: jweis2000@yahoo.com		11. Connecticut Pharmacist License Number: CT8218	

Section B: Employment Information

12. Current or Most Recent Employer: 13. CVS Pharmacy		Date of Employment: Start Date: 2005 End Date: N/A	
14. Employer Address (including Apartment or Suite #): 93 Old Ridgefield Rd			
15. City: Wilton		16. State: CT	17. Zip Code: 06897
18. Daytime Telephone Number: 203 762 5020	19. Fax Number:	20. E-mail Address:	

Section C: Pharmacy Business Experience

21. Do you have any experience controlling, managing, operating or working for a pharmacy?
 Yes No

22. Are you currently associated with a pharmacy in any state?
 Yes 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:

- The pharmacy name;
- The pharmacy's location;
- All titles and responsibilities held by you at the pharmacy, including the time frame for each;
- The dates of your association with the pharmacy;
- Whether you currently have a role at the pharmacy and, if not, when your involvement terminated and why; and
- 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.



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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:

11/14/13

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:

11/14/13

VENTURE FINANCE

- Susanne Wilke

SUSANNE WILKE, PhD, MBA
15 Arnold Street, Old Greenwich CT 06870
203 252 7931 (mobile)
Susanne.Wilke12@gmail.com

Highly-accomplished VC, analyst professional with unique combination of Business Development, Consulting, New Products commercial assessment /pharmaceutical marketing. Performs detailed scientific, clinical, regulatory and commercial due diligence to identify “diamond in the rough”.

- Five-year VC investment experience, with 2 leading international venture capital firms:
Overall, 15 investments, including 3 Pharma divisional spin-offs.
 - Multiple New Product assessments areas: CV/ Metabolic Diseases, Neurodegenerative Diseases, Neurological Disorders, Oncology, RA, Osteoporosis, GI, anti – Infectives, orphan diseases.
 - Deep Due Diligence in early & late-stage clinical products assessments including KOL, physician, regulatory, and payer market research. Financial modeling, statement analysis.
 - *Kauffman Fellow*: only female selected from pool of 400 candidates.
-
-

EDUCATION

MBA TUCK SCHOOL OF BUSINESS AT DARTMOUTH, 2002 Hanover, NH

Areas of specialization: Strategy & Finance.

- Teaching Assistant for Corporate Finance, started student-run VC fund
- Co-authored book chapter on the J&J/Cordis M&A with Prof. Finkelstein

Ph.D UNIVERSITY OF ILLINOIS, 1991 Chicago, IL

Dual Degree in Organic Chemistry & Biochemistry, *GPA 4.8/5.0*

- Allied Chemical Graduate Fellowship.

BA LOYOLA UNIVERSITY, 1984 -1986 Chicago, IL
ALBERT LUDWIGS UNIVERSITÄT, 1983-1984 Freiburg, Germany

- Chemistry, *cum laude*, Dean’s List 2 out of 3 years
- Condensed a 4-year undergraduate program into 3-years.

EXPERIENCE

WOMBAT CAPITAL, New York, NY 01/2012 - present

International strategic, financial advisory firm

Director, Life Sciences Group

- Provides advisory services to transatlantic healthcare companies, especially in German speaking areas
- Strategy advisory work to BOD with Boston-based Tetragenetics

THE MONITOR GROUP, New York, NY 01/2011-12/2011

International Strategy, Growth and Innovation focused advisory firm

Consultant

- Advised large pharmaceutical player on oncology growth opportunities in emerging markets.
- Advised pharmaceutical players on the impact of healthcare reform on PCMH/ACO implementation.
- Advised large pharmaceutical player on brand access opportunities to medical groups.

FOREST LABORATORIES, New York, NY 2008 - 2010
Director, New Products – Commercial Assessment:

- Responsible for Commercial Assessments in General Medicine and Specialty Pharmaceuticals: cardiovascular, cardio-renal, dyslipidemia, diabetes, RA, osteoporosis, GI and anti-infective therapies.
- Strategy group tightly interfacing with BD, clinical, regulatory, reimbursement and IP groups.
- Built strong relationships with global opinion leaders, payer and regulatory consultants.
- Responsible for a team of three assessment professionals, frequent interactions with top management.

NGN CAPITAL, New York, NY

2004 - 2007

Global Healthcare venture fund, largest (\$250M) new manager since 2001

Principal, 2005 – 2007

Senior Associate, 2004

- Led due diligence on **11 investments (biologics and small molecule)**, including 4 follow-ons.
- **Incubated and obtained funding (\$6.75M) cancer immunotherapy company** (NaniRx).
- Investment focus on **therapeutics companies, global spin-out opportunities & medical devices**, in Artisan (*ex-Asahi*) (Sepsis), Aerovance (*ex-Bayer*) (Asthma), Javelin (PIPE) (Pain), Jerini (emphysema), NaniRx (immunotherapy for oncology), Sightline (M&A exit to Stryker), Tigris (cancer).
- *Major accomplishments:* Key contributor of Artisan, an Asahi (Japan) spin-out, negotiated final closing contract of NGN's first investment, Aerovance's spin-off, wrote NaniRx business plan secured \$6.8M in funding, led investment on KIKA Medical (current board observer), strategic board involvement with Bioarray Solutions (diagnostics), & KIKA Medical.
- Strong Pre-clinical, clinical, regulatory, IP & market assessment due diligence. Sole non-partner investment professional for first year startup phase of firm. Directly collaborated with four Managing Partners on 8 investments in first 18 months. Promoted to Principal in first year.
- Actively involved in deal sourcing, strong deal flow. Financial modeling, statement analysis
- Set-up NGN investment processes, Limited Partner meetings & communications.

SCHRODER VENTURES LIFE SCIENCES, Boston, MA

2002 - 2004

Kauffman Fellow - served a prestigious fellowship in Venture Capital

Leading diversified international healthcare fund with \$900M in assets under management

- Representative Investments were: Rinat (\$500 million exit to Pfizer) (Pain, Alzheimer's), GlycoFi (\$450M exit to Merck) (protein production of glycosylated proteins), Synarc (Diagnostic Imaging) & Eunoe (Stroke).
- Board observer attendance with Archemix, GlycoFi & Phase Forward.
- Focused on investment in the therapeutics sector, i.e. CNS, CV, diabetes, oncology. Additional investments in Medical Devices & Healthcare Services (diagnostic imaging) sectors.
- Let the scientific, clinical, financial & managerial due diligence, negotiated term sheets, evaluated investment exit scenarios.

AMGEN, Boston, MA/Thousand Oaks, CA

1999 - 2000

Project Manager, Strategic Business Planning

- Led the strategic planning & start-up of Amgen's \$100m East Coast Research facility in Cambridge, MA, under budget & ahead of time.
- Coordinated all research, operations & corporate activities as first point of contact for Amgen Boston.
- Responsible for the operational set-up of the gene therapy group, including budget & recruitment of key scientists, managed research collaborations with Harvard, MIT & Boston College.
- Designed R&D management reporting systems for finance, project selection & headcount allocation that formed the basis for current corporate R&D planning.

HOFFMANN-LA-ROCHE, Nutley, NJ

1993 - 1998

Project Leader, Metabolic Diseases, 1997-1998

- Merit Award recognition as one of the most effective young project leaders at Hoffmann La-Roche.
- Launched a virtual research company within Roche & executed strategy as pro forma CEO.
- Devised a business strategy for an underserved area & received funding of \$1m.
- Re-engineered site-wide process flows between research & pre-clinical departments.
- Led an 11-member multi-disciplinary research team.

Principal Scientist, Metabolic Diseases, 1993-1997

C. & D. PROPOSED BUSINESS & MARKETING PLAN

A PRELIMINARY NON-BINDING
BUSINESS & MARKETING PLAN
IS ATTACHED FOR
DISCUSSION PURPOSES ONLY

Greenwich Bloom – Business & Marketing Plan

Executive Summary:

GREENWICH BLOOM, also known as “the business”, is opening the doors as an LLC or Limited Liability Corporation in Greenwich, CT. Founded in 2013, we plan to operate a medical cannabis dispensary at 200 Pemberwick Road, Greenwich, CT 06830 if awarded a permit by the Department. Our planned dispensary will use a community-wide patient-centered care model to provide superior customer service with high quality and affordable products. We will provide our patients with safe, high quality products presented in a service-focused way in a comfortable setting by well-trained staff. Patient education is a key element of our approach and will be part of an array of wellness and support services (transportation, interpreters and care advocates) we offer our patients.

GREENWICH BLOOM is governed by leading professionals and community leaders with on average more than 20 years in combined scientific, marketing, finance, legal, regulatory and industry expertise. The majority of our board members are Fairfield County residents. This breadth of experience and deep ties to the community will be needed to navigate the many complex issues facing medical cannabis dispensaries in Connecticut and across the country.

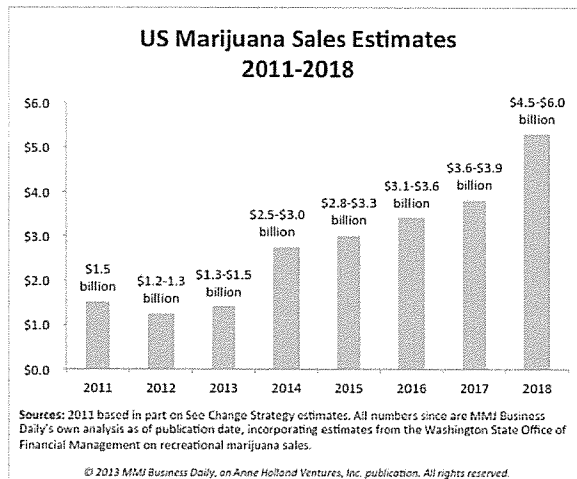
Our dispensary is designed to feature state of the art technology with forward-looking innovative practices. Security and safety are critical components of the operations. We plan to take every effort to be “good neighbors” in the community. Extensively involved with community outreach programs, including hiring, indigent care and patient involvement, we will minimize any negative impacts or any perceived nuisances that may arise from our operation.

The key objectives are:

- To provide safe and legal access to medical cannabis for all qualified patients regardless of ability to pay;
- To reduce the barriers and improve access to medical cannabis and its potential benefits; and
- To follow a strict marketing code to ensure the responsible development, production, marketing and selling of our products.

Potential Market Opportunity:

Chart: US Cannabis Market Estimates & Projections



Note: These estimates reflect sales of marijuana and infused products through dispensaries and retail stores in states that have legalized marijuana for medical and/or recreational use, but not transactions between caregivers and patients or revenues from ancillary businesses or wholesale marijuana transactions.

Explosive Market Growth (Colorado example):

Colorado revenues grew 50% from over the last two years with \$220MM in 2012 and \$329MM in 2013. There are currently 675 dispensaries in Colorado.

Greenwich Bloom – Business & Marketing Plan

**Colorado Medical Marijuana Dispensary
Retail Sales and State Sales Tax by County
FY 2011-12
July 1, 2011 - June 30, 2012**

County	Retail Sales	State Sales Tax
Adams	\$ 1,297,036	\$ 36,781
Arapahoe	8,293,951	232,864
Boulder	26,484,871	724,560
Chaffee	1,038,259	29,331
Clear Creek	1,259,510	35,581
Denver	96,673,823	2,640,665
Eagle	1,652,000	43,382
El Paso	36,498,967	974,107
Fremont	1,579,946	44,442
Garfield	3,763,129	104,113
Gilpin	336,607	9,390
Gunnison	403,049	11,429
Jefferson	11,144,343	304,712
La Plata	3,960,855	111,409
Larimer	6,299,728	173,772
Montezuma	1,216,472	34,484
Park	699,754	19,540
Pitkin	1,420,290	40,205
Pueblo	2,072,764	56,436
Routt	2,649,282	75,118
San Miguel	555,472	15,753
Summit	2,061,347	58,288
Weld	3,423,676	81,928
Remainder of State*	4,535,798	124,660
Total	\$ 219,320,929	\$ 5,982,950

**Colorado Medical Marijuana Dispensaries
Retail Sales and State Sales Tax by County
4th Quarter, FY 2012-13
April 1, 2013 - June 30, 2013**

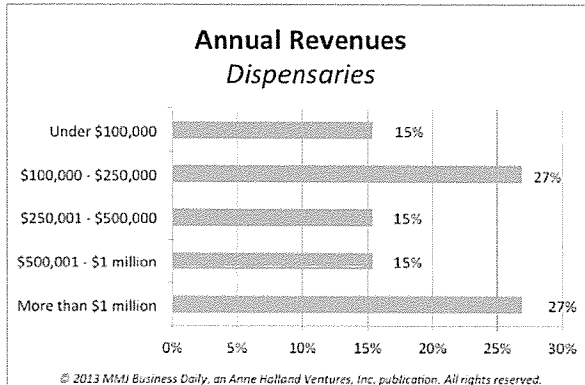
County	Retail Sales		State Sales Tax	
	FY2012-13 Q4	Fiscal Year-to-Date	FY2012-13 Q4	Fiscal Year-to-Date
Arapahoe	\$ 3,046,087	\$ 11,396,034	\$ 86,073	\$ 321,649
Boulder	9,622,783	35,454,432	270,227	997,350
Chaffee	290,630	1,132,968	8,233	32,061
Clear Creek	294,102	1,372,925	8,341	38,931
Denver	45,041,199	152,303,546	1,234,881	4,179,751
Eagle	469,360	1,663,268	13,024	46,876
El Paso	14,031,466	50,616,356	391,353	1,406,823
Fremont	744,500	2,446,471	21,112	69,353
Garfield	1,300,251	4,645,903	36,794	131,084
Gunnison	111,655	471,694	3,165	13,354
Jefferson	5,931,614	20,330,607	164,494	563,107
La Plata	1,668,067	6,237,459	47,033	175,947
Larimer	1,630,099	6,820,287	45,134	189,655
Montezuma	457,323	1,675,585	12,967	47,514
Park	199,522	861,338	5,658	24,426
Pitkin	542,405	2,379,620	15,301	67,397
Pueblo	1,258,293	4,622,867	34,881	127,363
Routt	750,209	3,332,131	21,274	94,490
Summit	669,550	2,942,373	18,981	83,430
Remainder of State*	6,258,105	17,941,058	176,569	501,676
Total	\$ 94,317,220	\$ 328,646,922	\$ 2,615,495	\$ 9,112,237

Greenwich Bloom – Business & Marketing Plan

Potential Financial Opportunity:

84% of dispensaries typically generate annual revenues of \$100,000 or more.

Chart: Annual Revenues for Dispensaries as Reported by Owners



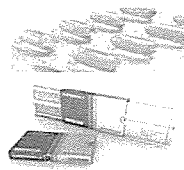
Products and Services:

GREENWICH BLOOM'S products will be pure and simple – we will provide the best source of medical marijuana in a pure form that is environmentally friendly, affordable for customers and innovative in consumption.

1. Clean: Strict quality assurance (“QA”) standards to ensure an effective, high quality product
2. Consumer value: Affordable
3. Environmentally Friendly: 100% recyclable materials
4. Innovation: New and accessible product delivery formats which caters to patient's needs

In addition to conventional medicinal marijuana, GREENWICH BLOOM will provide the patient a “grown-up” alternative medicine that can be enjoyed discreetly: micro blisters, capsules and tablets, brewed infusions, and lozenges (examples below).

Providing effective dose of medicine, GREENWICH BLOOM products use naturally-grown local ingredients and state-of-the-art extraction process will be used to deliver the purest form, maximizing your relief. Greenwich Bloom products will use state of the art technology, including HPLC testing for all of its medicine and QR bar coding on its labels, giving the patient access to the most up to date medicinal reporting. All packaging will be easy to use and environmentally friendly.



Member Screening Process:

- Valid doctor's certificate and Connecticut State government-issued ID or driver's license
- Membership Form application

Greenwich Bloom – Business & Marketing Plan

Support Services:

- Up to 2 visits per day (purchase maximum amount to be determined by local laws/standards)
- Flexible store hours
- Safe and compassionate environment
- Wheelchair Accessibility
- Transportation (Shuttle service from Greenwich Train stop)
- Interpreters
- Care Advocates
- Awards program
- Accept multiple forms of payment (Cash, Check or Credit Card)
- On-Site (Dutch-Style Coffee Shop) – member key card access during store hours
- Best-In-Class electronic data system (digital access to information, updates, new offerings)

Marketing Code:

For GREENWICH BLOOM, world class marketing means not just responsible marketing, but also marketing responsible use. We understand our responsibility to develop, produce, market and sell our products responsibly. We also believe that there is a shared responsibility with individuals, families, governments, law enforcers and educators to address medical marijuana misuse with respect to diverse cultures around the world. In aspiring to change consumer attitudes and behavior, we recognize that we cannot achieve behavioral or cultural change by ourselves, and we will continue to find opportunities to work in partnership with others to bring about change. The GREENWICH BLOOM Marketing Code incorporates a range of guidance, enhanced compliance requirements, reflecting our ongoing commitment to remain at the forefront of responsible marketing and effective self-regulation. We consider this code as an enabler to great creativity and leading-edge marketing and we hope it inspires everyone to work with us, to deliver responsible medical marijuana marketing and effective self-regulation across the industry and within the state of Connecticut.

1. LAWS, CODES AND POLICIES

- **Our marketing must:**
 - Comply with all applicable laws, regulations and industry codes.

2. ADULT APPEAL

- **Our marketing must:**
 - Be aimed only at adults and never target those younger than the legal purchase age of medical marijuana ("LPA").
 - Be designed and placed for an adult audience, and never be designed or placed in a way that appeals primarily to individuals younger than LPA.

Content:

- a. Our marketing must never be designed or constructed in a way that appeals primarily to people younger than LPA.
- b. We will not use any image, symbol, language, gesture, music, cartoon character, person, sporting/entertainment celebrity, hero, or promotional prize or gift that appeals primarily to those younger than LPA.
- c. We will not license our brand names, logos, or trademarks for use on children's clothing, toys, games, games equipment, or other materials intended for use primarily by persons younger than LPA.

Greenwich Bloom – Business & Marketing Plan

- d. We will not associate our brands with the attainment of, or 'rites of passage' to adulthood.
- e. People appearing in our advertising must be 25 years or older, and reasonably appear to be and be portrayed as 25 years or older.

Placement:

- f. We will place our marketing in communications media and events only where 70% or more of the audience can reasonably be expected to be older than LPA.
- g. We will take reasonable steps not to place advertising on any outdoor stationary location in close proximity to schools, except on licensed premises. Care must also be taken when considering locations in proximity to religious buildings or other locations that may be inappropriate given local sensitivities.

Digital:

- h. All websites must contain a gateway page which:
 - i Requires consumers to input their full date of birth and country of access, affirming they are older than LPA prior to entering;
 - ii Redirects visitors younger than LPA to a social aspect organization site; and
 - iii Contains Nanny Tags that describe the site's content in a format that parental control software is designed to detect.
- i. We will only place our marketing on third-party sites where at least 70% of the visitors to that website are older than LPA. If a third party website does not meet the 70% requirement, an LPA+ registered user database may be used if available. If the site is not measured, Corporate Relations will determine if the site is appropriate.
- j. Downloadable applications including games, quizzes and widgets are acceptable so long as they avoid primary appeal to those younger than LPA and include an age affirmation mechanism.
- k. Content must be provided in a given format (e.g. music download formats, wall-paper, podcasts) where at least 70% of those who acquire that format are older than LPA.
- l. Email or other relationship marketing outreach must not be sent to any individual younger than LPA.
- m. Mobile device communication including Bluetooth technology and other relationship marketing tools such as send-to-a-friend and e-cards must include age-affirmation mechanisms.

Promotions:

- n. People involved in promotions for our brands in the must be older than LPA.
- o. Our promotions and events must never be designed or constructed in a way that appeals primarily to, or offers our brands to, individuals younger than LPA.

Greenwich Bloom – Business & Marketing Plan

issues within the market. These provisions must be in addition to, not in place of, the standards set out in this code and cover the below areas:

- Employee responsibility
- Employee review and sign-off process requirements
- Employee training
- Internal controls

Community Engagement:

GREENWICH BLOOM's management team holds leadership positions within the community and has extensive ties to local not-for-profit organizations. In an effort to give back to the local community, GREENWICH BLOOM will work with local area hospitals and clinical practitioners to promote education and wellness across demographics.

E. FINANCIAL STATEMENTS AND ORGANIZATIONAL STRUCTURE

- Documents such as the articles of incorporation, articles of association, charter, by-laws, partnership agreement, agreements between any two or more members of the applicant that relate in any manner to the assets, property or profit of the applicant or any other comparable documents that set forth the legal structure of the applicant or relate to the organization, management or control of the applicant
 - **NONE AT THIS TIME.**
- A current organizational chart that includes position descriptions and the names and resumes of persons holding each position to the extent such positions have been filled.
 - **NONE AT THIS TIME, HOWEVER RESUMES OF ADVISORS ARE ATTACHED.**
- Name, title and a copy of the resume of the person who will be responsible for all information security requirements, including the requirement that patient information remain confidential.
 - **The Applicant will take responsibility for the confidentiality of patient information.**
- A copy of all compensation agreements with dispensary facility backers, directors, owners, officers, other high-level employees or any other person required to complete Appendices B, C or E. For purposes of this RFA, a compensation agreement includes any agreement that provides, or will provide, a benefit to the recipient whether in the form of salary, wages, commissions, fees, stock options, interest, bonuses or otherwise
 - **NONE AT THIS TIME.**

- Describe the nature, type, terms, covenants and priorities of all outstanding bonds, loans, mortgages, trust deeds, pledges, lines of credit, notes, debentures or other forms of indebtedness issued or executed, or to be issued or executed, in connection with the opening or operating of the proposed dispensary facility
 - **NONE AT THIS TIME.**

- Provide audited financial statements for the previous fiscal year, which shall include, but not be limited to, an income statement, balance sheet, statement of retained earnings or owners' equity, statement of cash flows, and all notes to such statements and related financial schedules, prepared in accordance with generally accepted accounting principles, along with the accompanying independent auditor's report. If the applicant was formed within the year preceding this application, provide certified financial statements for the period of time the applicant has been in existence and any pro forma financials used for business planning purposes
 - **Greenwich Bloom is not yet in existence; hence no applicable financials exist at this time.**

- Provide complete copies of all federal, state and foreign (with translation) tax returns filed by the applicant for the last three years, or for such period the applicant has filed such returns if less than three years
 - **Applicant's tax returns for the last three years are attached.**

- Provide complete copies of the most recently filed federal, state and foreign (with translation) tax returns filed by each: (i) dispensary facility backer; and (ii) each backer member identified in Section B of Appendix B
 - **NONE AT THIS TIME.**