

# Social Equity In Cannabis

## Technical Assistance Mentorship Program

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DEPARTMENT OF COMMERCE

OFFICE OF ECONOMIC DEVELOPMENT AND COMPETITIVENESS

2022 JUNE 28



Washington State  
Department of  
**Commerce**

# Department of Commerce

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- **Purpose**
  - Commerce to provide technical assistance and roster of mentors
- **Task Force Recommendations:**
  - Provide general business and cannabis specific instruction
  - Make instruction available as seminars, panels, and in-person support

# Program Outline

Brandi Yanez Garcia

Technical Assistance Mentorship Program Manager

Foundation, Mentorship Types & Facilitated Spaces

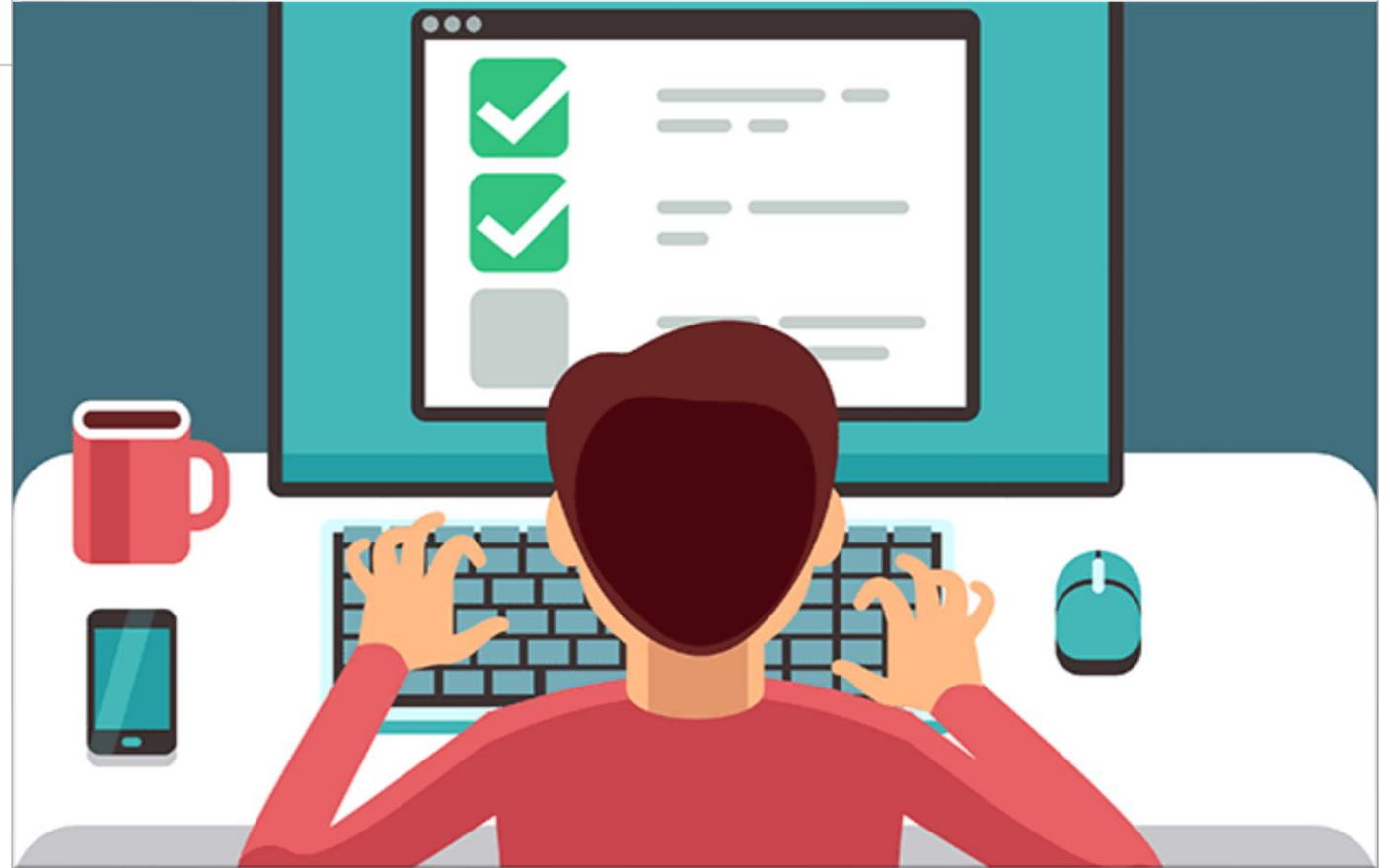
Social Equity Applicants (SEAs), Social Equity Plan (SEP)



## Part one: Cannabis Specific Business Development

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- Module Platform
  - Focus on potential SEAs for licenses
- Base for Program:
  - Standardized cannabis-specific business learning basics/baseline
  - Potential to host mentor content
- Timeline
  - October to Ongoing



# Modules Course

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## Business Development

Business Opportunity  
Business Basics  
Market Analysis  
Market Strategy  
Basic Numbers  
Building a Team  
Plans & Pitches  
Getting Financed  
Cash & Taxes  
The Web

## Sales & Marketing

Branding  
Fundraising & Your Pitch  
Integrated Marketing  
Developing Your Website  
Public Relations

## Capital & Finance

Securing Funding  
Financial Projections  
& Capital Budgeting

## Part two: Mentorship Paths

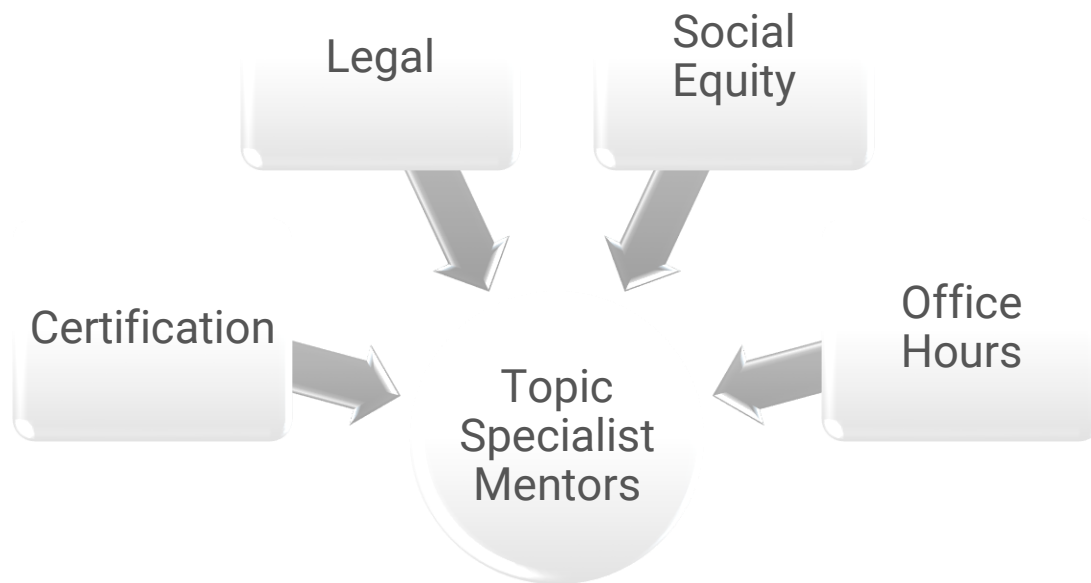
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- **Service A: Topic Specialists**
  - Special: Social Equity Mentors
- **Service B: Cannabis Business**



- **Covering various topics**
- **Select from a Taskforce Recommendation List**
- **30 max of mentors (aiming between 10 to 30)**
- **Timeline:**
  - Jan to June 2023

# Difference in Service



## Part Three:

# Facilitated Mentor / Mentee Events

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- **2 Events**
  - Jan Kickoff
  - June Cohort Close
- **Outcomes**
  - Introductions
  - Resource sharing
  - Hands-on learning
  - Chance for individualized support
- **Can**
  - Be In-person / Hybrid / Online
  - Host Mentor learning experiences here



# Part two: Mentee Process

- Accessible to Public
  - Modules
  - Mentor Content
  - Office Hours
- Accessible to Mentees
  - Modules
  - Mentor Content (prioritized)
  - Office Hours
  - 1:1 / Group Mentorship from:
    - Social Equity Mentors
    - Cannabis Business Mentors



# Outreach

- Mentors
  - Taskforce Survey Organizations
  - Local Cannabis Associations
- Mentees
  - Social Media Targeted Marketing Campaign
- Dissemination by Relevant Orgs
  - Re-entry
  - Legal
  - Social Equity
  - Others



# Thank you Questions? Comments?

Brandi Yanez Garcia

SOCIAL EQUITY IN CANNABIS PROGRAM & CONTRACT MANAGER

Brandi.Yanez-riddle@commerce.wa.gov



Washington State  
Department of  
**Commerce**

[www.commerce.wa.gov](http://www.commerce.wa.gov)



Alison Beason

LIFE SCIENCE AND GLOBAL HEALTH SECTOR LEAD

Alison.Beason@commerce.wa.gov