New Jersey

Recreational Cannabis Guide

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MARY JANE
MARKETER

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Welcome to the Cannabis Industry

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The Gray Industry

Rules and Regulations you need to know

Cannabis is illegal at the *Federal Level*

Trailblazing states make their own rules!

What does this mean for you?

- Highly regulated market
- Cash-based business
- Change is inevitable

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Medical and Recreational

NJ is trying to right its wrongs

New Jersey legalized Medical Cannabis in 2010 and had some of the strictest laws in the nation.

The recreational cannabis bill passed in 2021 in response to historical social inequities and to increase tax revenue.

According to MJ Biz Daily, it is estimated that the adult-use market will generate $850-950 million in annual sales by 2024.

Priority will be given to female, minority and disabled veteran business owners and those in low-income impact zones.

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Let's Talk Money

Financing Your Business

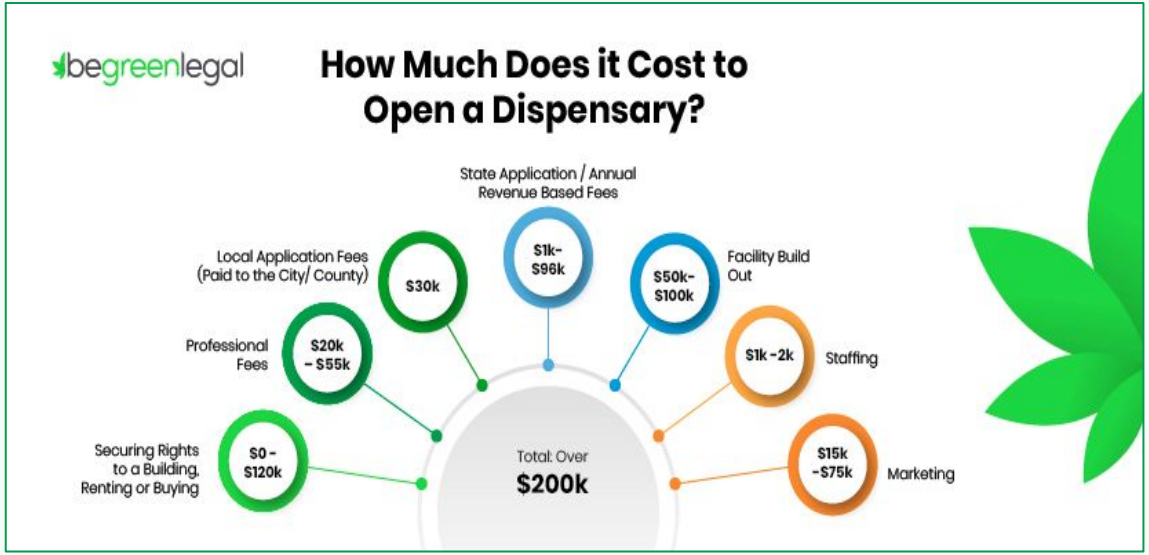
$250,000 is the average cost to open a dispensary

Banks will not allow loans for federally illicit businesses.

You will have to privately finance your business.

Private equity is an option. Shareholders with more than a 5% interest need to be included in the application.

For more information on raising capital, [click HERE](#) to view our blog.



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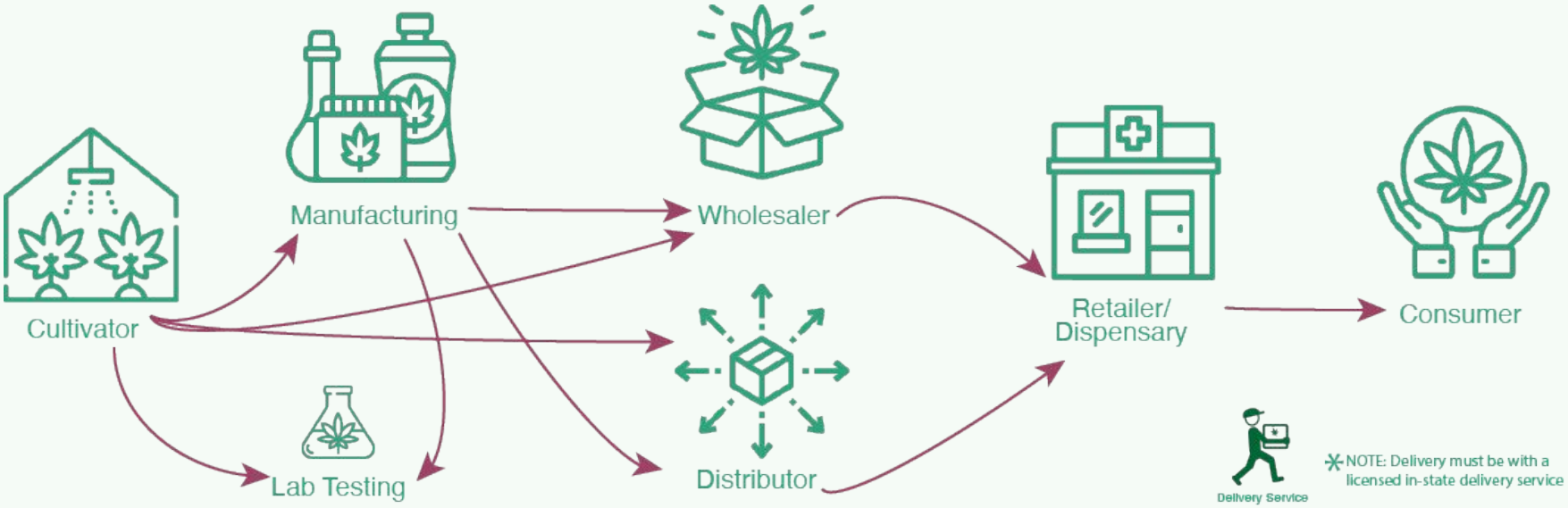
Seed to Sale Overview

Cannabis Supply Chain Logistics



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New Jersey Licensing Overview

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APPLICATION PERIOD

When can I apply?

Application Window and Next Steps

Application Open Date:

- **December 15, 2021:** Class 1 Cultivator, Class 2 Manufacturer and Testing Laboratories License
- **March 15, 2022:** Class 5 Retailer License

Where should I begin?

1. Start gathering the documents you'll need for your application
2. Get involved in the community to generate support
3. Educate yourself on the industry and products
4. Start establishing relationships with growers, manufacturers, builders, real estate, etc.

Applications are accepted on a rolling basis. The state may set a close date, so don't wait to apply!

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LICENSE OVERVIEW

Recreational Licenses in NJ

Only one license per class at a time within first 2 years

New Jersey Recreational Cannabis License Types

- **Class 1 Cannabis Cultivator**, for facilities involved in growing cannabis
- **Class 2 Cannabis Manufacturer**, for facilities involved in the manufacturing, preparation, and packaging of cannabis items
- **Class 3 Cannabis Wholesaler license**, for facilities involved in obtaining and selling cannabis items for later resale by other licensees
- **Class 4 Cannabis Distributor license**, for businesses involved in transporting cannabis items in bulk intrastate, from one licensed cannabis establishment to another
- **Class 5 Cannabis Retailer license**, for locations at which cannabis items and paraphernalia are sold to consumers (may partner with delivery service)
- **Class 6 Cannabis Delivery license**, for business providing courier services for a licensed cannabis retailer in order to make deliveries of cannabis items and related supplies to a consumer or dispensary

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License Type

And what you can do with them

STANDARD

Regular License for operations of any size.

MICROBUSINESS

Priority for social equity initiatives and Jersey residents.
Restrictions on size, employees, and volume.
2 year residency requirement.

CONDITIONAL

Non-operational license that has fewer requirements.
Best for:
Competitive Areas
Investment Seeking

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APPLICATION PRIORITIES

Will I get a License?

New Jersey will prioritize application review

License Distribution by Priority:

- Social Equity Businesses, Diversely Owned Businesses and Impact Zone Businesses
- Conditional license applicants
- Microbusinesses license applicants - at least 25% of licenses must be social equity designations

License Limitations:

- ***No Vertical Integration in New Jersey! Meaning, you cannot grow and sell your own products for at least the first year.***
- Within first 24 months,, retailers, distributors and delivery businesses can not hold any other license.
- No limit on number of licenses, with the exception of a 34 license cap for Class 1 Cultivators.

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Licensing Process

Conditional Licensing Process (Non-Operational)

Cycle Open

Submission

Submit license application to NJ Cannabis Regulatory Commission and pay submission fee

30 Days

Approval

Receive written notification of license approval or denial

30 Days

License Acceptance

Accept license within 5 days. Pay application approval fee within 30 days.

120 Days

License Expiration

Option to request 45-day extension or convert to a standard license

Standard Licensing Process

Cycle Open

Submission

Submit license application to NJ Cannabis Regulatory Commission and pay submission fee

90 Days

Approval

Receive written notification of license approval or denial

7 Days

License Acceptance

Accept license within 7 days and pay application approval fee

365 Days

License Expiration

Renew application and pay annual license fee 90 days prior to license expiration

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License Fees

Outline of the application fees for Retail licensing

MICROBUSINESS

Submission Fee
$200

Approval Fee
$800

Licensing Fee
$1,000

STANDARD

Submission Fee
$400

Approval Fee
$1,600

Licensing Fee
$10,000

CONDITIONAL MICROBUSINESS

Submission Fee
$100

Approval Fee
$400

Licensing Fee
N/A

CONDITIONAL STANDARD

Submission Fee
$200

Approval Fee
$800

Licensing Fee
N/A

**Conditional Licenses are good for a period of 120 days and may be extended for 45 days. Can convert to a standard license. Conversion fees are the same as conditional fees.*

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License Fees

Class	License Type	Standard	Microbusiness
1	Cultivator	Tier I – $5,000 Tier II – $10,000 Tier III – $20,000 Tier IV – $30,000 Tier V – $40,000 Tier VI – $50,000	$1,000
2	Manufacturer	Up to 10,000 sq ft – $20,000 More than 10,000 sq ft – $30,000	$1,000
3	Wholesaler	$10,000	$1,000
4	Distributor	$10,000	$1,000
6	Delivery	$10,000	$1,000

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PLANNING DOCS

Retail Application Overview

What you'll need for your application

1. **Legal business documents** (articles of incorporation, business license, tax documents);
   a. Proof of Social Equity Business, Diversely Owned Business and/or Impact Zone Business
2. **Planning documents**
   a. Operating plan summary
   b. Environmental impact plan
   c. Summary of the applicant's safety and security plans and procedures
   d. Summary of the applicant's business experience
   e. Description of the proposed location for the applicant's site
   f. Community impact, social responsibility, and research statements
   g. Workforce development and job creation plan
   h. Business and financial plan
3. **Zoning Approval and Proof of Local Support**
4. **Real Estate documents** (proposed location address, copy of lease/rent and landlord letter or copy of sale contract//title)

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Conditional License Application Requirements

Good for those with limited resources

Conditional License Requirements

- Conditional License Application Requirements
  - Business and Financial Plan, Management Operation Profile, and Incorporation Docs only
  - Must list location address on conditional license application, but possession is not needed at submission
  - Must list all owners and proposed financial sources, vendor-contractors or management services contractors (i.e. agencies assisting with hiring employees, accounting, supervision, technical assistance, or consulting)
  - CANNOT OPERATE, NO SALES
- Valid for:
  - Only good for 120 days, then must be extended

CONDITIONAL LICENSES ARE A GOOD STRATEGY WHEN...

- Real estate costs are significant or there is little flexibility
- Local Municipality has License Caps
- Pursuing Multiple Locations

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Support from Mary Jane Marketer

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New Jersey Recreational Cannabis Application Services

CANNABIZ CONSULTING

Don't know the cannabis industry that well? Looking to test a concept? Just need some advice on your application?

Mary Jane Marketer offers hourly consulting services at $250/hr with monthly retainers starting at $900.

Book directly by clicking HERE.

APPLICATION WRITING SERVICES

There's a lot to do when opening a store, growhouse manufacturing plant or distribution or delivery service. Applications are very detailed with specific requirements.

Mary Jane Marketer offers full application writing services starting at $44,900 for standard license and $29,900 for a conditional license.

Social equity pricing available.

BOOTCAMP

Love DIY?

Mary Jane Marketer will guide you through the application process, offer industry best practices and referrals to cannabis-friendly services providers.

Bootcamp pricing is $6,175 for the online course. $4,475 social equity pricing.

Sign up today! Click HERE.

Contact Jamie at jhardin@maryjanemarketer.com for special social equity pricing.

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Pre-Launch Services

What you'll need before you open your doors

More than a name, your brand defines the experience

1. Branding starts with research to determine the best audience for your location and goals.

2. We then develop a targeted marketing strategy with creative concepts, names and logos that will resonate with your audience for your store name and whitelabeled product packaging.

3. Once we finalize your brand, you'll receive a full brand guide and design files.

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Pre-Launch Services

What you'll need before you open your doors

More than just a sale, make your store an experience!

Signage

- Exterior signage (window and street graphics)
- Regulatory signage (legally required postings)
- Promotional signage (specials and loyalty programs)
- ID Checkpoint (directional and explanatory signage)
- Product Display Case (ensure an easy browsing or consultative experience)

Service

- Budtender Training (knowledgeable and sales focused)
- Staff uniform (consistency with the brand)

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Launch Services

What you'll need to succeed

Get found. Get noticed. Get paid.

Your digital presence defines your brand. This is why it's important to ensure you have the following:

1. A website with online purchase options
    a. Focus on organic search methods to increase rankings on search engines
    b. Drive traffic to the site with advertising
2. A social media presence
3. A loyalty program to engage your customer base

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We're not your average agency

Mary Jane Marketer believes in partnership

We don't just prescribe standard recommendations. We listen and strive to understand your unique perspective and challenges, and **make the best recommendations based on your unique business needs.**

Mary Jane Marketer provides consistent quality in all aspects of our work.

We do this by working with a high-quality, experienced team that is service-focused.

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MEET THE TEAM

Jamie Hardin

CEO / Founder

17+ years focused on B2B demand generation, marketing operations and sales enablement

Davida Tescher

COO

15+ years dedicated to finance and marketing operations

Antoinette Wright

Cannabis Growth Consultant

8+ years writing grant applications at the federal, state and organizational level

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Let’s do this!

Questions?

Jamie Hardin

Jhardin@maryjanemarketer.com

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