

Make Green Go LLC  
Equity Technical Assistance Consultants  
**Budget Narrative**  
Fiscal Years 2020 – 2021

**A. Technical Assistance:** Equity Platform & Program Management Systems: Annual costs to scale and provide improvements to track, monitor, report and connect equity applicants through each stage of the pipeline.

1. **Equity Platform & Program Management Systems:** Includes the costs associated with the software required to track, monitor and report equity applicants engagement with the equity program services. We import information into the CRM & LMS database for the equity program and monitor all touch points including, 1:1 consultations, course enrollments and completions, workshop registrations and attendance and more.
2. **Equity Connect Platform:** A platform that allows equity applicants to connect with each other for B2B opportunities. They can collaborate with peers in groups, with government officials in private groups and more. We make announcements, launch polls, and post current information in the Feeds, they can help each other resolve issues in the Forums and interact in virtual Town Halls.
3. **1:1 Consultations:** Various appointment types available with cannabis experts are: Incubation Support, Business Plan Review, Financial Review, Business Strategy, Bookkeeping & Taxes, Inventory Management and Compliance Consultations.
4. **Program Development & Management:** Building program infrastructure, operating the program daily, managing consultants and staff, facilitating team meetings, vetting cannabis experts, reporting & monitoring equity progress and communicating status to the City P.M., creating project plans, managing project budget, developing course curriculum.
5. **Program Support & Case MGMT:** A Project Coordinator assists with duties associated to provide ongoing support to equity applicants on a case by case basis. The case manager helps problem solve with things like finding a distributor to finding a co-packer and helps bring their products to market.
6. **Monthly Webinars:** Conduct monthly compliance webinars on current compliance and business related topics . We stay on top of trends and the market and plan ahead of time important topics that we should cover. We introduce private companies and government agencies to offer more depth and

knowledge for each topic.

7. **Incubation Mixers:** The costs associated with conducting incubation mixers to match general and equity applicants during the dispensary application periods.
8. **Program Outreach/Marketing:** Providing basic marketing and outreach to let applicants know more about the benefits of participating in the equity program
9. ~~**Vocational Training Courses:** The costs of adding 4 additional compliance and best practice standards courses and certifications for all license types except, lab testing.~~
10. ~~**Consumer Awareness Campaign:** Estimated costs associated with designing, initiating and delivering a consumer awareness campaign that certifies equity owned businesses and equity made products for public awareness.~~
11. ~~**Equity Employer Workforce Development:** Estimate to work exclusively with Equity Owned Business to become Employer Ready. Includes planning job fairs in collaboration with Oakland's workforce development.~~
12. **Compliance & Regulatory Audits:** The cost of using compliance software to conduct a limited number of on-site compliance audits at equity owned businesses. We conduct local and state compliance and regulation audits for all license types except, testing labs.

**B. Explanation of Funding:** Based upon our historical data we interact with equity applicants approximately 112 times per month. We do this through incubation mixers, business and compliance consultations, monthly workshops/webinars, online business development courses enrollments, annual equity summits and expos featuring equity-owned businesses. Our previous budget of \$180k only provided funding to get us through our 1st year of this 2-year contract. With a budget of \$250 we can expand our current offerings and add compliance & regulatory audits as a layer of oversight to the equity program.