

INTRODUCTION

- ~51.6 million people experiencing chronic pain in 2021
- Estimated 3.6 million medical marijuana cards in 2020
- Expected increase
- Cannabis becoming more accepted
- Business plan:
 - Low startup/maintenance costs
 - Quick profits
 - Patient care

OPERATIONAL PLAN

- Part-time
 - 1-2 clinic days per week, for two weeks each month
- Other time: tailor pt regimens
 - Growing, cultivating, making products
- Part-time retail job
 - Meet potential patients of our own
 - Hand out business cards
 - Dispensaries only competition

FINANCIAL ANALYSIS, IMPLEMENTATION, AND PROMOTIONAL STRATEGIES

- Inexpensive startup/maintenance allows for quick profit
- Promotion:
 - Part-time retail job
 - Business cards
 - Physician offices

Item	Price
Cultivation license	\$53
Growing tent x 3	\$300
Growing medium	\$20
Growing light x 3	\$120
Cannabis seeds x 15	\$135
Fertilizer/nutrients	\$45
Thermometer/hygrometer x 3	\$30
pH tester kit	\$39

Item	Price
Fan x 3	\$45
Exhaust fan	\$115
Trimming scissors	\$14
Drying racks	\$30
Food/drink ingredients	\$25
Rolling paper x 50	\$12
Label maker/labels	\$100
Plastic bottles	\$48
Total	\$1,131



CONCLUSION

- Unique business opportunity
- Consult legal
 - Liability
- Decent profit, excellent patient care

References

- Rikard SM, Strahan AE, Schmit KM, Guy GP Jr. Chronic Pain Among Adults — United States, 2019–2021. MMWR Morb Mortal Wkly 2023;72:379–385. DOI: <http://dx.doi.org/10.15585/mmwr.mm7215a1>
- Ethan B Russo, Cannabis and Pain, Pain Medicine, Volume 20, Issue 11, November 2019, Pages 2083–2085, <https://doi.org/10.1093/pm/pnz227>
- Romero-Sandoval EA, Fincham JE, Kolano AL, Sharpe BN, Alvarado-Vázquez PA. Cannabis for Chronic Pain: Challenges and Considerations. Pharmacotherapy. 2018;38(6):651-662. doi:10.1002/phar.2115

EXIT STRATEGY

- Equipment/supplies
 - Sold off or kept
- Patients contacted
 - Guidance on how to proceed

