

# PATHWAY TO OWNERSHIP

## Nevada Social Equity Program

Pathway To Ownership is an innovative certification/Incubator program created to ease the barriers to entry into the cannabis industry for those directly affected by discriminatory cannabis policies, over-policing, sentencing disparity and marginalized communities.



A 2010 study from the National Business Incubation Association (NBIA) found that companies that participated in a business incubator had an 87% success rate — nearly double the 44% success rate of businesses that didn't incubate.

---

A U.K. study from 2014 had similar results: The average survival rate for businesses that went through incubation programs was **92%**.

# PROPOSED BUDGET

GRANTOR (ex. Government Entity)	DATE SUBMITTED
	8/30
Coalition Equity and Inclusion Community	SUBMITTED TO
	Online
Address	SUBMITTED BY
	A'Esha Goins

REVENUE						
REVENUE ID	SOURCE	YEAR 1	YEAR 2	TOTAL	%	STATUS
DR1	Projected Grant Funding	\$ 600,000	\$ 600,000	\$ 1,200,000	100%	REQUESTED
	Donations			\$ -	0%	
	REVENUE TOTALS	\$ 600,000	\$ 600,000	\$ 1,200,000	100%	

STATUS KEY
RECEIVED
REQUESTED

\$ -	0%
\$ -	0%
\$ 1,200,000	0%

EXPENSE						
EXPENSE ID	DESCRIPTION	YEAR 1	YEAR 1	TOTAL	%	
AE	Administrative Expenses	\$ 210,000	\$ 210,000	\$ 210,000	18%	
PM	Office Rent/Utilities	\$ 60,000	\$ 60,000	\$ 60,000	5%	
M	Marketing and Production	\$ 30,000	\$ 30,000	\$ 30,000	3%	
E	Programs/Education/Assistance	\$ 780,000	\$ 780,000	\$ 780,000	65%	
FB	Food and Beverages	\$ 25,000	\$ 25,000	\$ 25,000	2%	
P	Printing/Binding	\$ 30,000	\$ 30,000	\$ 30,000	3%	
O	Events and Activities	\$ 65,000	\$ 65,000	\$ 65,000	5%	
	EXPENSE TOTALS	\$ 600,000	\$ 600,000	\$ 1,200,000	100%	

	NET ( INCOME LESS EXPENSES )	\$ -	\$ -	\$ -
--	------------------------------	------	------	------



# PROGRAM OVERVIEW

PTO not only offers professional training, mentorship and technical assistance for entrepreneurs to be sustainable and profitable in their business, but also provides tangible results to prepare those individuals for the rigorous cannabis application process.

The roots of this certificate program is based in providing it's participants with the tools and resources needed to thrive in the unique, competitive and challenging Nevada cannabis industry.

# PROGRAM GOALS

1

**Diversity Nevada's cannabis industry**

2

**Minimize the cannabis underground market**

3

**Aid in the overall public education and outreach**

4

**Create sustainable cannabis business applicants**



# PATHWAY TO OWNERSHIP METHOD

A cohort-based learning model has been selected as the foundation for the PTO certification program. A cohort-based program was chosen for these inherent benefits that will be provided to the participants:

---



## STRUCTURE

Cohorts provides structure with set dates and scheduled discussions, keeping each individual accountable and motivated to participate, complete assignments, and contribute to discussions.



## COLLABORATION

A cohort model facilitates social interaction and collaboration with peers and enhances the learning experience and sense of community as participants progress through the program.



## MENTORSHIP

Cohorts encourage connection and mentorship with mentors in an inviting setting where support is accessible by industry leaders.



## SUPPORT

Cohorts encourage connection and support with other participants and mentors in an inviting setting where support is accessible.



## PERSPECTIVE

A cohort learning model brings diverse perspectives. Engaging with other participants will be beneficial for those wanting to have a successful business in the cannabis industry. Learning aspects from supply chain, purchasing and sales.



## NETWORKING

Participants will have a head start on networking in the industry with exposure to other participants and the priceless opportunity to engage with the mentors. This experience will give the participants confidence in further developing their relationships within the industry.

# CURRICULUM

In six months, participants will complete three sections:

- 1 Management
- 2 Ownership
- 3 Application

# TOPICS WILL INCLUDE

Cannabis Compliance and METRC with WeCann and Nevada Dispensary Association



Cannabis Education and Science



Workforce Development with Nevada Partners



Hiring, Training, Scheduling



HR and Taxes with Jessica Velasques, Indiva



OSHA Standards



Purchasing and Sales



Marketing with Avantpop Publishing



Hospitality with Andrew Mieure, Cannect Hospital

# FREQUENCY, PARTICIPANTS & QUALIFICATIONS

One cohort group of **40 individuals** every six months with two programs per year.



## QUALIFIED APPLICANTS SHOULD:

- ✓ Have 3+ year residency in the state of Nevada
- ✓ Identify as BIPOC or LGBTQ+
- ✓ Select the type of cannabis license they will apply for
- ✓ Those disenfranchised by past cannabis policies

To receive a certificate of completion, the participant must fulfill 96 hours (16 hours/month) of learning as well as a personalized and completed cannabis license application approved by the panel of mentors.



# ABOUT BLACK JOY CONSULTING

Founded in 2019 to fight for cannabis reform policies during the 80th Legislative Session.



*A'Esha Goins*


In the 81st legislative session Black Joy Consulting lobbied on behalf of Companies and organizations that were focused on advancing policies for BIPOC communities. Those policies included Cannabis juvenile justice reform, Doula designation, midwifery licensing, and new cannabis business licenses.

A'Esha Goins, president of Black Joy Consulting advocates for those disenfranchised by the failed war on drugs. Her advocacy elevated her profile as she affectionately became known as “Coach Canna.”



Goins sits on the Community Advisory Board of Clark County and was recently appointed to the Governor's Cannabis Advisory Commission Board where she was appointed to the first chair - an individual with demonstrated expertise in the area of criminal justice reform.

## CONTACT INFORMATION

 (702) 350 - 2158

 [aeshagoins@gmail.com](mailto:aeshagoins@gmail.com)

 [www.theblackjoyclub.com](http://www.theblackjoyclub.com)