



## **FRANCHISE PROGRAM**



**So... you want to start your own cannabis dispensary, but you're not sure where to start.**

**We'll look no further.  
We've got the hook-up.**

We're excited to share with you why we believe starting your own cannabis business is the best investment of your time, energy, and financial resources — and why franchising is ultimately the best option for many individuals interested in getting into the cannabis industry.

**THE PEAK** is one of the first – and only – cannabis franchises in the United States, and we want to get to know you as much as you want to get to know us!

Our team looks forward to connecting with you, and potentially having you become one of our dispensary owners as we expand **THE PEAK** across the country and beyond.

**Cheers!**

A handwritten signature in black ink, appearing to read 'Corbin Wyatt', with a stylized, flowing script.

**Corbin Wyatt**  
*Founder and CEO*

# THE CANNABIS INDUSTRY

## BUSINESS. IS. BOOMING.

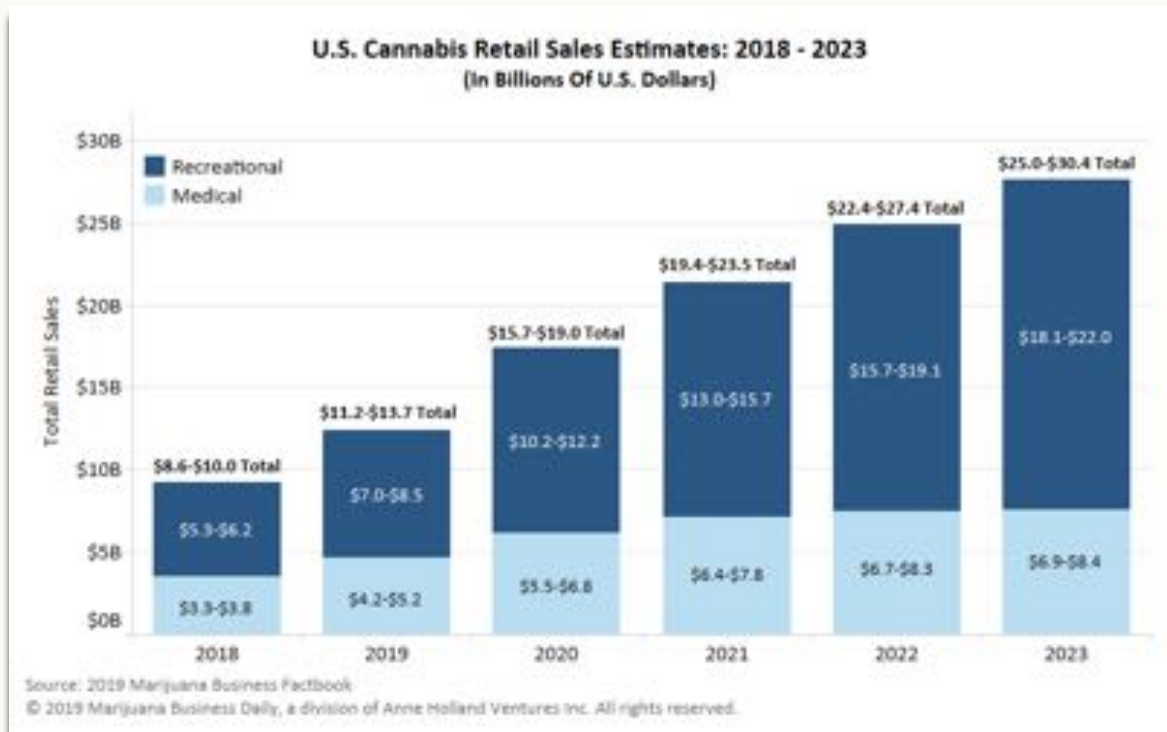
Without a doubt, the cannabis industry is exploding. It's currently one of the fastest-growing industries in the world, and will only continue to grow as more states and countries modernize their cannabis laws.

**THE QUESTION IS: EXACTLY HOW BIG IS CANNABIS?**

**EASY... IT'S HUGE. AND IT'S GROWING FAST.**

In terms of investment into the industry, the average investment in North American publicly traded cannabis companies was \$24.6 million in January of 2019 alone. Compare that to January of 2018, when the average funding round was a little over half that, at \$13.7 million\*. This represents **annual growth of nearly 80%** between 2017 and 2018, and that's only considering stock market investments in the (very few) publicly-traded cannabis companies.

Trust us, this is just the beginning. Experts predict that the cannabis industry in the US alone will grow to **\$80 billion** by 2030\*. As for the retail segment, dispensary sales are expected to grow by **~5 billion dollars every year** through 2023.



\* Source: <https://flowhub.com/cannabis-industry-statistics#marijuana-usage-statistics>

# **THE U.S. IS ON THE CUSP OF MODERNIZING IT'S OUTDATED, PRIMITIVE CANNABIS LAWS**

## **IT'S EXCITING TIME IN AMERICAN HISTORY!**

In our lifetimes, there may never be another opportunity like we're seeing with the emergence of legalized cannabis. In the near future, we believe the cannabis industry will be on the forefront of forging positive, revolutionary advancements in our society and our culture, including:

- Making affordable, life-saving medication available to those in need;
- Creating hundreds of thousands of jobs;
- Generate millions of dollars in tax revenue for state and local governments, and
- Stimulating local economies and facilitating community reinvestment in local businesses

**YOU HAVE THE RARE OPPORTUNITY TO BE  
ON THE GROUND FLOOR OF A  
MULTI-BILLION DOLLAR INDUSTRY.**

**THE PEAK** CAN MAKE IT HAPPEN.



# WHY OWN A FRANCHISE?

A green cannabis plant with several serrated leaves is growing out of a mound of grey soil. The plant is centered in the background, with its leaves spreading outwards. The soil mound is at the bottom of the frame, and the plant's stem rises from its peak.

Starting any business (especially a cannabis business) can be risky, complicated, and confusing.  
Not anymore.

We empower entrepreneurs to achieve success in a rapidly-evolving industry.

As a franchise owner of **THE PEAK**, you're seizing control of your own destiny– and tapping into a proven system.


We'll set you up with all the tools, support, and expertise you need to hit the ground running, operate efficiently, and achieve sustained growth.


**THE PEAK's** franchise program offers the best of both worlds: you'll own your own cannabis dispensary, but you're not in business by yourself.



## BENEFITS OF OWNING A FRANCHISE OF **THE PEAK**

 **THE PEAK's** business model is proven: if you work hard and follow the system, it will work for you.

 You'll have the full support of **THE PEAK** and our team of experienced cannabis professionals to put you on the road to success and profitability. When you win, we win.

 Much of the minutiae that goes into starting a cannabis business will be taken care of for you. You can focus your energy on what's important: **growing your business.**

# WHEN OUR OWNERS ARE SUCCESSFUL, WE ARE SUCCESSFUL.

We make every effort to help our market owners succeed, focusing on helping our franchisees build a rewarding businesses and a fulfilling life.

**THE PEAK** is looking for franchisees who are entrepreneurial and passionate leaders, who want to build a business that makes a positive impact in their communities. If you think you fit the bill, we want to speak with you!

**TO GET STARTED, WE ENCOURAGE YOU TO TAKE THE NEXT STEPS:**

## 1. COMPLETE OUR FRANCHISEE INQUIRY FORM.

We would like to learn more about you as we move forward in this process together. We will review your information and schedule a conversation with one of our company leaders.

## 2. ATTEND AN INTRODUCTORY CALL.

Once we have received your Inquiry Form and had an initial conversation, we will invite you to participate in an introductory conference call with our executive team. We will share our views on our industry, our business model and growth strategies, and how **THE PEAK** is one of the only franchising opportunities targeting the cannabis industry on a local level.

## 3. DO SOME RESEARCH.

After your introductory call, if you're a good fit, we will send you our Franchise Disclosure Document. We encourage you to evaluate our opportunity by speaking with our other franchisees, consulting with legal and business professionals, and conducting your own independent research.

## 4. SIGN THE FRANCHISING AGREEMENTS.

Together, we'll complete the franchising agreements, and begin preparing you for training.

## 5. TRAINING.

Once you sign the franchising agreements, we'll schedule a time for you to attend our training program in Oklahoma City.

Our comprehensive and detailed training program will cover everything you need to set you up for success, including:

- ✦ Guidance on the history and future expectations in the cannabis industry.
- ✦ Location, lease negotiation, and design of your dispensary.
- ✦ Inventory sourcing and management.
- ✦ Marketing and sales strategies.
- ✦ How to get – and stay – compliant with cannabis laws and regulations.
- ✦ Cannabis business services such as banking, insurance, accounting, and payment processing.
- ✦ And much more!

**WHAT ARE YOU WAITING FOR?**

**LET'S DO THIS →**



**TAKE THE NEXT STEP!**

**[COMPLETE OUR FRANCHISEE INQUIRY FORM HERE](#)**

**CONTACT US AT:**

**FRANCHISE@THEPEAKOK.COM**

The offer and sale of franchises in **THE PEAK** are made only through our Franchise Disclosure Document.

This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for informational purposes only. We will not offer you a franchise unless we have complied with your state's applicable pre-sale registration and disclosure requirements.