

The Wild West of Weed



Could a Co-op Alliance Legitimize the Cannabis Business?

Everyone knows Oklahoma is the Wild West of Weed! Until now, 2400+ dispensaries, 7500+ grows and some 1500+ processors, have all competed for the OMMA licensed patient/customer. *But what about the general public?*

- *Most still perceive Cannabis as bad or illegal.*
- *Most don't know the significant health benefits.*
- *Too many dispensaries cause Cannabis Confusion.*

By **LEGITIMIZING** the Cannabis Business, we grow the customer base! To start, we must unify and advertise the cosmetic, pain relief, and the other significant health benefits of Cannabis based products! **BUT HOW?**

Rec will not save the Oklahoma Cannabis business!

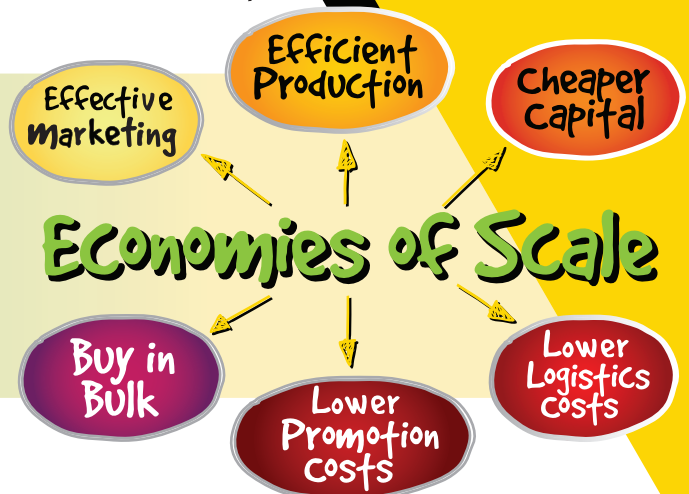
In states legalizing recreational use after approval of Medical Cannabis, the total increase has sadly been only about 10%.

How can we grow the overall market and help OK Cannabis businesses survive?

Co-ops are an everyday part of American life. Wherever you live, work or shop, it's likely a cooperative is involved from Grocery and Hardware stores to Credit Unions and Agriculture. Such alliances offer economies of scale. It's a proven concept since Ace Hardware began in the 1920's.

UNITY FOR SUCCESS!

We NOW propose an Oklahoma Cannabis Co-op Alliance.



Identified Pain Points

In order of importance mentioned in discovery.

1. **Marketing:** Inability to effectively advertise
2. **Distribution:** Consistent pricing & timely delivery
3. **Legal & Compliance:** Effective compliance help
4. **Education:** Employees, Consumers, Meds and Vets
5. **Insurance & Healthcare:** Reasonably priced
6. **Security:** Access to low cost security measures
7. **Data:** Access to Alliance consumer data
8. **Banking Services:** Service and funding options
9. **Accounting & Taxes:** Reliable MRB accounting
10. **Payroll and HR:** Securing and paying good people
11. **Digital, Social & Websites:** Customer remarketing
12. **Packaging, Signage & Supplies:** Less costly options
13. **Store Sets:** Effective designs to maximize sales
14. **Equipment & Automation:** Inexpensive access
15. **Legislation:** Influencing favorable laws and taxes



START HERE! ↑



Shawn Carey
Spokesperson

Unity for Success!



The GSA Alliance will solve these problems, lower costs and increase your profits!

Legitimize

Cannabis

STEP ONE



MARKETING & BRANDING

Growing the Customer Base

● Marketing & Branding

To grow the patient/customer pool the Alliance can and will legitimize Cannabis in the mind of the public!

- We will build trust for member dispensaries!
- Change public attitude from suspicion to familiarity!
- Focus on health while maintaining current customers!

Alliance Marketing (including members):

1. Weekly Radio Show , GSA Today
2. Billboards in OKC, then Tulsa and statewide
3. Streaming/Connected TV advertising
4. Digital video ads on TV apps & websites
5. Geo-fencing your competitor locations
6. Re-targeting keyword searches to members
7. YouTube Marketing & Podcasts
8. Member Links on GSAOK.com
9. Member ads & listing in the OMMDirectory
10. GSA Entry Rug for all member businesses
11. E-commerce website for every member!



Reducing your monthly costs!

● *Business Solutions*

The Alliance will bring lower cost solutions to your business to save you money every month, right *NOW!*

It will also begin to stabilize wholesale costs, bring exclusive products, lower operation costs, and improve profits!

1. Eliminating or lowering costs for POS and Weedmaps
2. Employee education for better customer service
3. Common Point of Sale for sales forecasting
4. Insurance, for both Health & Business
5. Banking, compliance and payroll
6. Across member marketing
7. Infrastructure savings
8. Legal service savings

STEP 2 BUSINESS SOLUTIONS

Preparing for the Future!

● *Influencing Community and Legislative Actions*

The unity of the Alliance will give us power to influence upcoming legislation, coming recreational legalization, better taxation and compliance outcomes through Alliance lobbying and involvement.

1. The unity of an Oklahoma Cannabis Alliance
2. Strong unified Legislative Lobbying Efforts
3. Closer relations with State Government
4. Direct OMMA Cooperation & Support
5. Oklahoma Dispensary Association
6. Influencing favorable taxation
7. Trade Show Participation

STEP 3 LEGISLATIVE & TAX SOLUTIONS

GRASS STATION ALLIANCE TO THE RESCUE



Unity for Success!

*So, what happens to your business,
if your Pain Points aren't addressed?*



GSAOK.COM



*Creating Cannabis Legitimacy
among the general public!*

**Some say, "What you want
isn't on the menu!"**

I say, "Cook it yourself."

- Buffy Sainte-Marie

Native American Activist, Poet and Singer



Grass Station Alliance

Bringing the power of unity and the economy of scale to
Independent, Oklahoma-Owned Cannabis Businesses

Team Members



Joe Yonikas

Member Coordinator
Sales specialist,
Cannabis & Grocery
merchandiser and
Member facilitator



Phil Payment

CEO
Grocery COO and
coop alliance pro,
Warehousing and
Pharmacy expert
Founder



Carmen Ford

Sales Manager
Sales specialist,
Media pro, OTT -
CTV and Digital
expert.
Founder



Kevin Duane

Marketing Director
Idea guy, Brand
creator, Graphic
artist, Media pro,
Sales specialist
Founder



CURIOUS?

We're ready to answer your questions, to show you how we can save you money & increase profits.
Call or email any of us!



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