

Summary of Approach to Technical Assistance and Business Accelerator

	1 General outreach (general business information)	2 Preparation for lottery and provisional license (Technical Assistance)	3 Preparation for full license and launch (14 month stand up period) Business Accelerator	4 Growth
<i>Stage of pipeline</i>				
<i>Description of Social Equity applicant at this stage</i>	<i>Interested in starting a business but may not be fully aware of process / requirements; exploring business opportunities (non-cannabis and cannabis)</i>	<ul style="list-style-type: none"> Likely in early stages of business planning Prepared/Preparing to enter lottery - needs some clarification 	<i>Preparing to comply with relevant regulations and launch operations</i>	<i>Focused on sustainability, growth and long-term business success</i>
<i>Objective</i>	<i>Build awareness and interest in the opportunities that SEC activities could provide to entrepreneurs and business owners</i>	<ul style="list-style-type: none"> Enter lottery and submit a complete application for a provisional license Enter market through SEC 149 as DIA Cultivator 	<i>Submit a complete application for a full license and be ready to launch</i>	<i>Run and grow a successful cannabis business</i>
<i>Upon Council approval of all SEA Criteria, the posting of criteria to the SEC website and the release of the application for licensure; the SEC will host the kickoff of and the official opening of the Connecticut Cannabis Industry in CT CONNECTICUT CANNABIS EXPO and MARKETPLACE – MARCH 2022</i>				
<i>Types of support most needed</i>	<ul style="list-style-type: none"> Cannabis Industry Overview Information about the programs and services available to entrepreneurs and small business owners. General business and Entrepreneurial education Types of business structures Writing Business Plan How to start a business Information on general business opportunities Resources for next steps 	<ul style="list-style-type: none"> Information on lottery and provisional license applications Resources for application support Regulatory and legal requirements Preview of 14-month standup period Cannabis business startup support Clear summary of application requirements 	<ul style="list-style-type: none"> Tailored support on business startup, including access to capital, accounting, incorporation, hiring/HR, IT, legal, partnerships and sourcing, and marketing License type-specific info on regulatory requirements Mentorship, networking and relationship building Social Equity Plan Workforce Development Plan 	<ul style="list-style-type: none"> Tailored support on business growth, including growth capital, HR, accounting, IT, legal, partnerships and sourcing, and marketing Mentorship, networking and relationship building
<i>Best mediums to provide support</i>	<ul style="list-style-type: none"> Website content – self paced In-person workshops(*) Service providers Social media, radio, TV ads Zoom webinars 	<ul style="list-style-type: none"> Marketplace Expo (modular; in-person & virtual) – COVID permitting Website content & interactive webinars, including from partners Call center & Chatbot, email Business.ct.gov checklist? 	<ul style="list-style-type: none"> Advanced Marketplace Expo (modular; in-person & virtual) Cannabis business accelerator Website content & webinars Call center & Chatbot email inbox 	<ul style="list-style-type: none"> Cannabis business accelerator Call center & Chatbot email inbox
<i>Potential partners</i>	<ul style="list-style-type: none"> SBDC, WBDC, SCORE Community-based organizations 	<ul style="list-style-type: none"> Community-based organizations & associations in DIA's 	<ul style="list-style-type: none"> Higher education partner (accelerator) Community-based organizations 	

Target Dates & Locations

<ul style="list-style-type: none"> • Chambers of Commerce • Community Centers • Industry groups • OSEC • Second Chance Programs 	<ul style="list-style-type: none"> • Chambers of Commerce • Professional firms (e.g., legal, accounting) • Producers & industry groups • CT Next 	<ul style="list-style-type: none"> • Professional associations • Chambers of commerce • Professional firms (e.g., legal, accounting) • Producers & industry groups • CT Next
<ul style="list-style-type: none"> • January – December 2022 (Ongoing) • DIA’s In-Person – COVID Permitting • ZOOM Webinars • Partner Organizations 	<ul style="list-style-type: none"> • January 2022 Ongoing • DIA’s 	<ul style="list-style-type: none"> • May 2022 – Locations TBD – based on partners and service providers • License Type Cohorts • General Business Support and Networking • Open to all Social Equity Applicants with Provisional or Full Licenses. • DIA Locations TBD – based on Service providers

Targeted Location for Outreach and Business Accelerator Programs will be Bridgeport, Stamford, Hartford, New Haven, New London, Danbury, Norwich

All in-person planned activities will be COVID pending.