

1

Introduction to the Cannabis Business Roadmap



Video



Resource document



More information

A person is holding a white sign with the words "OPENING SOON" written in a dark, serif, slightly arched font. The person's face is partially visible at the top of the frame, and their hands are holding the edges of the sign.

**OPENING
SOON**

How do you start a cannabis retail business in Washington State?

- Cannabis is a new and exciting industry with a challenging past
- We need to recognize and address the emotions around this subject
 - Positive
 - Negative
- A business owner needs to think logically, not emotionally



“Think Like an Entrepreneur” video

Think like an entrepreneur



"Think Like an Entrepreneur" video, continued

Entrepreneur: Someone who creates something new and useful by spending time and effort, taking risks, and earning financial rewards.

The 4-Part Decision-Making Process



1

Gather
information



2

Evaluate
options



3

Make the
decision



4

Move to next
decision



Decision-making worksheet

Think Like an Entrepreneur: 5 Key Takeaways

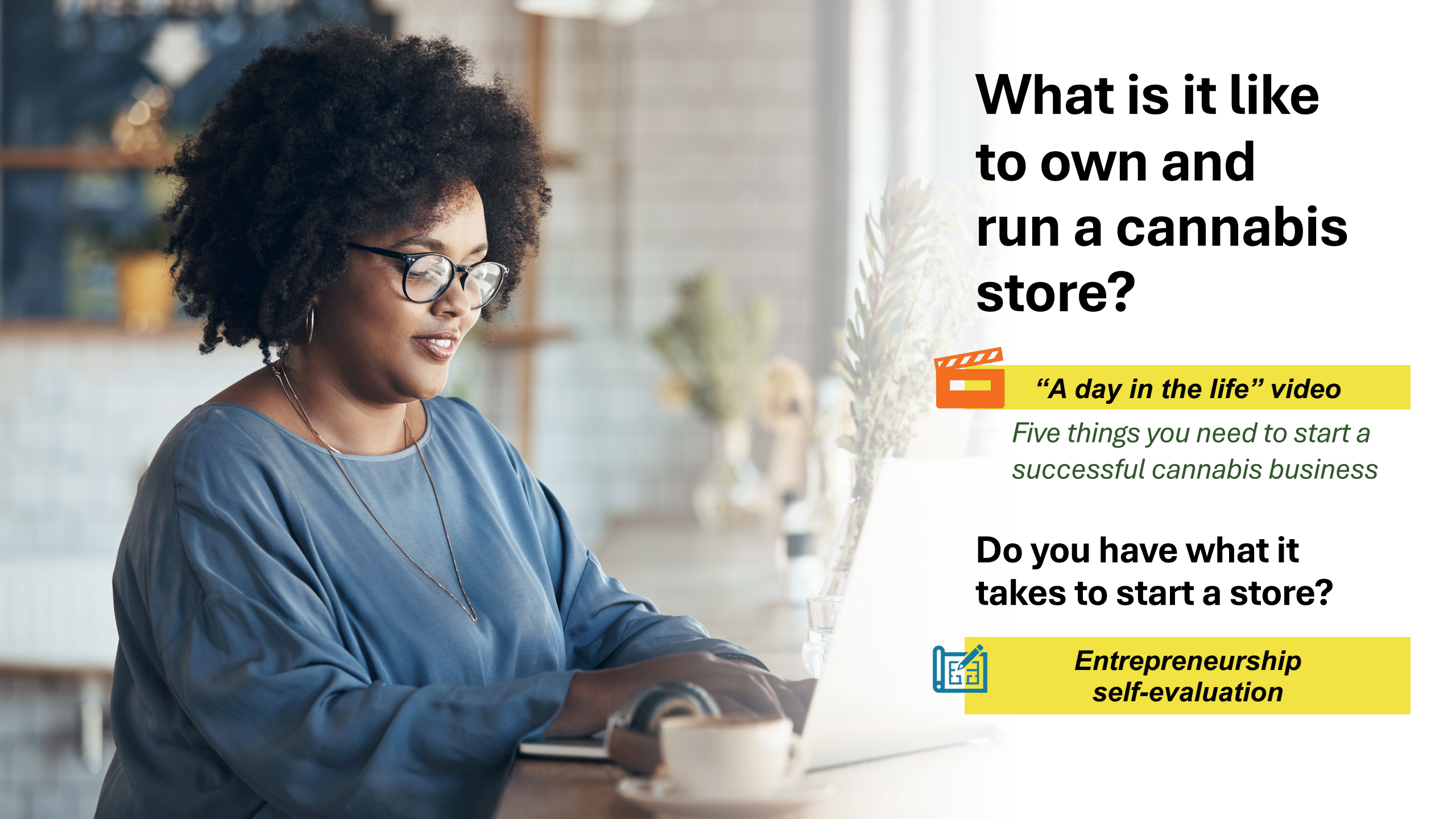
- Cannabis is a new and exciting industry with a challenging past.
- We need to recognize and address the emotions around this subject:
 - Positive
 - Negative
- Starting a successful business is based on more than just emotions. A business owner needs to think logically.
- **You need to think like an entrepreneur.**
- Three things to know about entrepreneurship:
 - There's a lot of time and effort involved. It's a marathon, not a sprint.
 - An entrepreneur is willing to take on risk. This includes not just the risk of failure, but the risk of impact to you and your family.
 - A successful entrepreneur earns a profit. That means you need to understand finance.
- To succeed, you need a process for decision-making:
 1. Gather information
 2. Evaluate
 3. Make a decision
 4. Move on to the next decision

Who is this for?

- The Cannabis Business Roadmap training is free and available to anyone interested in starting a cannabis business in Washington
- It is offered under the Washington Social Equity Cannabis Program
- The training includes 4 chapters:
 1. Introduction to the Cannabis Business Roadmap
 2. Set Up a Legally-Compliant Business
 3. Do the Numbers: Finance & Accounting
 4. Create Your Cannabis Business Plan
- You may be eligible for assistance under the Washington Social Equity Cannabis program. Visit the LCB Social Equity web page to check eligibility.

<https://lcb.wa.gov/se/cannabis-social-equity>





What is it like to own and run a cannabis store?



“A day in the life” video

*Five things you need to start a
successful cannabis business*

Do you have what it takes to start a store?



***Entrepreneurship
self-evaluation***