



Do you think like an entrepreneur?

As you look at the questions below, consider all of your life experience. No matter where you've been or what you've done outside the structure of "business," you have developed transferrable skills. These are your unique skills and strengths, and you can use them to launch a cannabis business.

| Know yourself | Yes | No |
|---|--------------------------|--------------------------|
| Do you adapt well to change? | <input type="checkbox"/> | <input type="checkbox"/> |
| Are you a risk-taker? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you know how to measure and evaluate risk? | <input type="checkbox"/> | <input type="checkbox"/> |
| Are you good at creating a plan and sticking to it? | <input type="checkbox"/> | <input type="checkbox"/> |
| Are you good at understanding and following rules? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do others see you as a leader? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you have a strong support network? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you know how to expand your network? | <input type="checkbox"/> | <input type="checkbox"/> |
| Are you willing to pay for professional advice when you need it? | <input type="checkbox"/> | <input type="checkbox"/> |
| Are you able to work long hours, and is your family able to deal with your absence? | <input type="checkbox"/> | <input type="checkbox"/> |
| Know your people | | |
| Do you have business partners you trust? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you have business professionals you trust (like an accountant, marketing professional, or lawyer)? | <input type="checkbox"/> | <input type="checkbox"/> |
| Would you feel comfortable hiring people who are not your family or close friends? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you know the people you hope to have as customers? Can you describe them? | <input type="checkbox"/> | <input type="checkbox"/> |
| Know your industry | | |
| Do you feel that you understand the cannabis industry? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you feel that you understand the products you plan to sell? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you know where to go to get information about the industry? | <input type="checkbox"/> | <input type="checkbox"/> |
| Why do you want to start a cannabis retail business? | | |

If you answered "yes" to most of the questions, and you can clearly explain why you want to start a cannabis retail business, then you're in a good position to proceed with the Cannabis Business Roadmap.

If you answered "no" to most of the questions, or if you can't clearly explain why you want to start a business, then this might not be the right time for you. You may need to take some time to develop your leadership and entrepreneurial qualities. If you are a social equity applicant, mentoring and support are available through the Washington State Social Equity Cannabis Program.