Hire Minnesota Cannabis Application Writers



by CannManage

Contact us here.

Introduction



26+

Combined years of writing/research experience.

22

Applications Written in 22 US States.

4

International Writing Projects

100

Beth has helped with writing and consulting startups for over 100 US clients for 16 years

What is the value of foresight? The ability to see around the bend in a nascent trade is critical. Observing regulatory frameworks and licensing processes across 22 US States has offered me invaluable insights as a seasoned cannabis application writer. My love for technology and efficiency offers you services at the most competitive rates in the industry.

Beth Myers

CannManage CEO

CannManage

Outsource your MN application writing and organizational tasks to CannManage.

Our expert admin, writers, researchers, and project managers can prepare MN any or all MN SE licensing documents for you or your client.

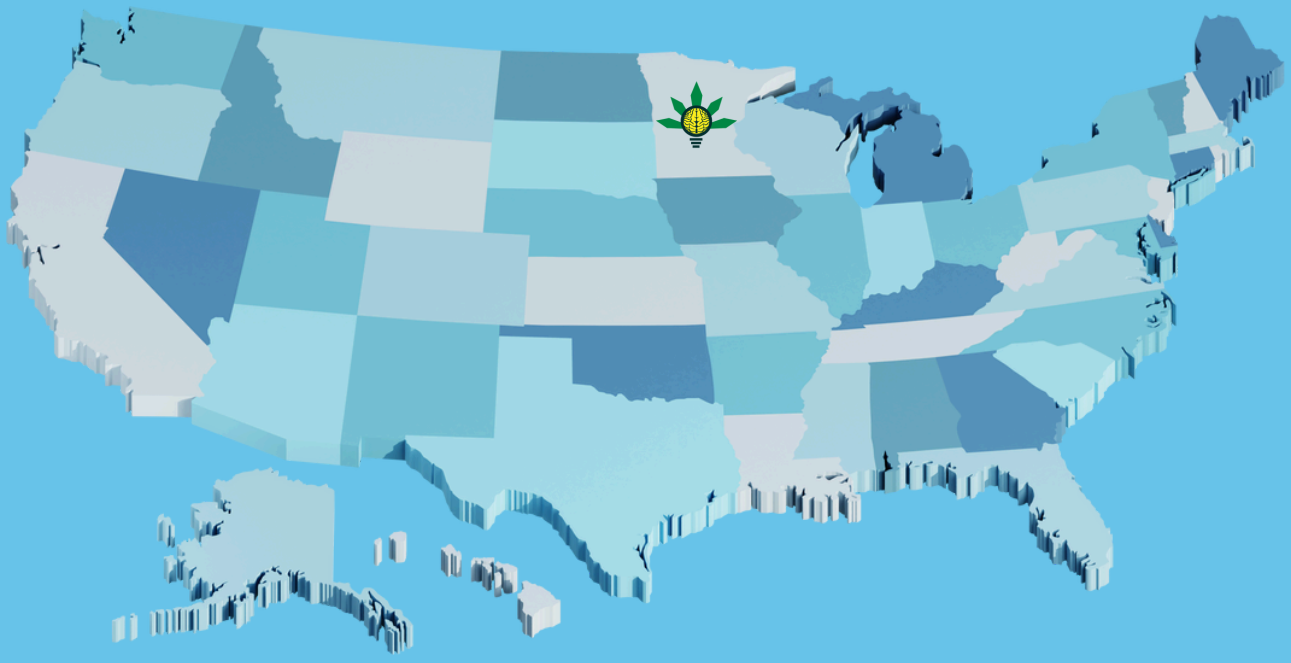


Table of Contents

4 Market Facts

5 Key Application Dates

6 Value Proposition

7 MN Cannabis History

11 Available Licenses

16 Affordable Writing Services

18 Why Hire CannManage?

19 Sections We CannManage

21 Pricing Guide

23 Application Services Overview

26 The Team

29 **Contact Us**



Minnesota Cannabis Market Facts July 2024



by CannManage

CannManage
Technical Writing Firm

Key Application Dates

June 24th, 2024 - Social Equity Verification Portal Opens

July 12th, 2024 - Social Equity Verification Portal Closes

July 24th, 2024 - Social Equity License Preapproval License Opens

August 12th, 2024 - Social Equity License Preapproval License Closes

Fall 2024 - Lottery for First Social Equity Licenses

Late 2024 - Additional Social Equity Round(s)

TBD 2025 - General Licensing Applications Open

CannManage
Technical Writing Firm

Value Proposition

Minnesota is an emerging adult-use market with significant opportunities for new businesses, creating a competitive first licensing round.

Revenue Potential: In 2024 alone, Minnesota Generated $15.4M in tax revenue from cannabis sales. By 2027, it is projected to generate over $111M in tax revenue.

Social Equity Focus: Minnesota is offering the opportunity to let social equity applicants have the first attempt to establish adult-use cannabis businesses, working to make the market as accessible as possible.

Midwestern Bullseye: While Minnesota shares a border with Canada and has a legal adult-use program, none of the bordering states—Wisconsin, South Dakota, North Dakota, or Iowa—offer an adult-use market. Not only will Minnesota not need to compete with bordering markets, but it will be situated for the lion's share of cannabis tourism in the Midwest.

Established Licenses: The social equity round, which is conducted by letter, will bring accessibility to the adult use marketplace. Competition is mitigated compared to other states because Minnesota has allotted particular numbers of licenses for all categories just for social equity applicants, making the market and process accessible to everyone.

CannManage
Technical Writing Firm

Minnesota Cannabis History

Minnesota's history toward cannabis legislation began as early as 1976 with the passage of The Laws of Minnesota 1976 Chapter 42, which would decriminalize the possession of cannabis under 1.5 ounces and set the state on the path for its medical program, now under the governance of the OCM. By 2023, recreational cannabis would become legal in the Land of 10,000 Lakes.

Minnesota Historical Legislative Milestones

1976: Minnesota passed the Laws of Minnesota 1976 Chapter 42, which would decriminalize the possession of 1.5 ounces or less of cannabis as a penalty misdemeanor, incurring a fine of a maximum of $200.

2014: In 2014, the 88th legislature approved bill SF2470, passing the Minnesota House with a vote of 89-40 and the Senate with a vote of 46-16. Governor Mike Dayton would sign this bill under the legislation that the qualifying conditions included cancer, glaucoma, HIV/AIDS, Tourette syndrome, Amyotrophic Lateral Sclerosis (ALS), seizures, symptoms of Multiple Sclerosis (MS), Chron's disease, and terminal illness in which the patient had a life expectancy of one year or less. While this did permit the administration of medical cannabis, the forms in which it could be delivered were restricted to only include liquids, pills, or vaporized forms that did not require the combustion of organic material.

2015: The Minnesota Medical Cannabis Program began, registering patients in June 2015 and distributing medical cannabis by July.

2019: Senator Melisa Franzen, Senator Scott Jensen, and Representative Mark Freiberg, introduced a bill to permit Minnesota citizens 21 and older to purchase, cultivate, and possess cannabis, SF 619. his bill would voted down by the State Senate, in addition to the provision to establish a task force to study the matter.

2021: Cannabis flower becomes legal for consumption for medical patients after the passage of Chapter 30 HF 2128.

2022: Minnesota would be considered a quasi-legal state after the passage of HF 4065, including a provision addressing food and beverages containing THC Providing that these products had been produced from hemp, these consumable products were now legal, providing that they only contained 5mg per serving and 50mg total.

2023: Senator Lindsey Port and Representative Zach Stephenson would introduce HF100, the bill for legalizing recreational cannabis. Their bill would pass the House and the Senate. Governor Walz signed the bill into law on May 30th, 2023, and the legal recreational use of cannabis would occur on August 1st, 2023.

2024: Minnesota would begin it's first round of licensing with a social equity option opening on June 24tth.



CannManage
Technical Writing Firm

MN Cannabis Research

Office of Cannabis Management

Minnesota Office of Cannabis Management
Market FAQ's
Division of Social Equity
Social Equity Overview
Social Equity Qualifications
Social Equity Verification Resources
Social Equity Preapproval Resources

Laws and Regulations

Minnesota Statutes Chapter 342 - Cannabis
Minnesota Chapter 121 HF 4757 - Fourth Engrossment
Summary of Legislative Changes
Minnesota Rule Making Process

Information for Business Applicants

General Licensing
Grant Programs
Hosting Cannabis Events
Hemp-Derived Cannabinoid Products
Information on Local Governments
Information on Tribal Nations

CannManage
Technical Writing Firm

Official State Application Documents From OCM

Required Attachments

Attachment A - Disclosure of Ownership and Control
Attachment B - Capitalization Table
Attachment D - Security Plan
Attachment F - Business Plan
Attachment G - Labor Peace Agreement Pre-Condition Form
Attachment I - Description of Training and Education for Employees
Attachment J - SOP Quality Assurance
Attachment K - SOP Inventory Control, Storage, and Diversion Prevention
Attachment L - SOP Accounting and Tax Compliance

Operation Plans by License Type

Attachment Ma - Microbusiness or Mezzobusiness Operation Plan
Attachment Mb - Manufacturer Operation Plan
Attachment Mc - Retail Operation Plan
Attachment Md - Wholesale Operation Plan
Attachment Me - Testing Operation Plan
Attachment Mf - Transporter Operation Plan
Attachment Mg - Delivery Operation Plan
Attachment Mh - Cultivation Operation Plan

Required Attachments for Cultivator License Types or Micro/Mezzo licenses seeking a cultivation endorsement

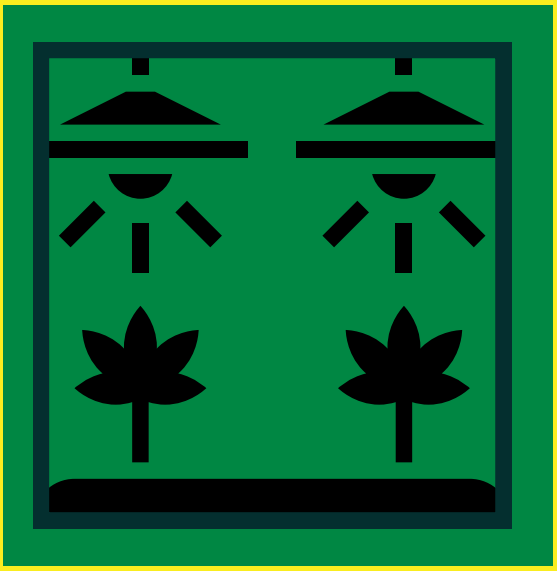
Attachment N - Cultivation Plan

CannManage
Technical Writing Firm

Available Licenses

Cannabis Cultivator

Grow cannabis plants from seed to maturity. Cultivators can harvest, package, label, and transport fully-grown cannabis plants to manufacturers, as well as seedlings.





Cannabis Manufacturer

Process raw cannabis plants into various products, such as edibles, concentrates, wax, oils, and tinctures. Manufacturers can buy cannabis flowers, cannabis products, and hemp products from other cannabis businesses. They turn these materials into cannabis products, then package and sell them to other cannabis businesses.

CannManage
Technical Writing Firm

Available Licenses

Cannabis Retailer

Sell packaged cannabis products to the general public and medical patients. They can buy cannabis (including plants and seedlings) and lower-potency hemp products from other cannabis businesses and sell them to customers.





Testing Facility

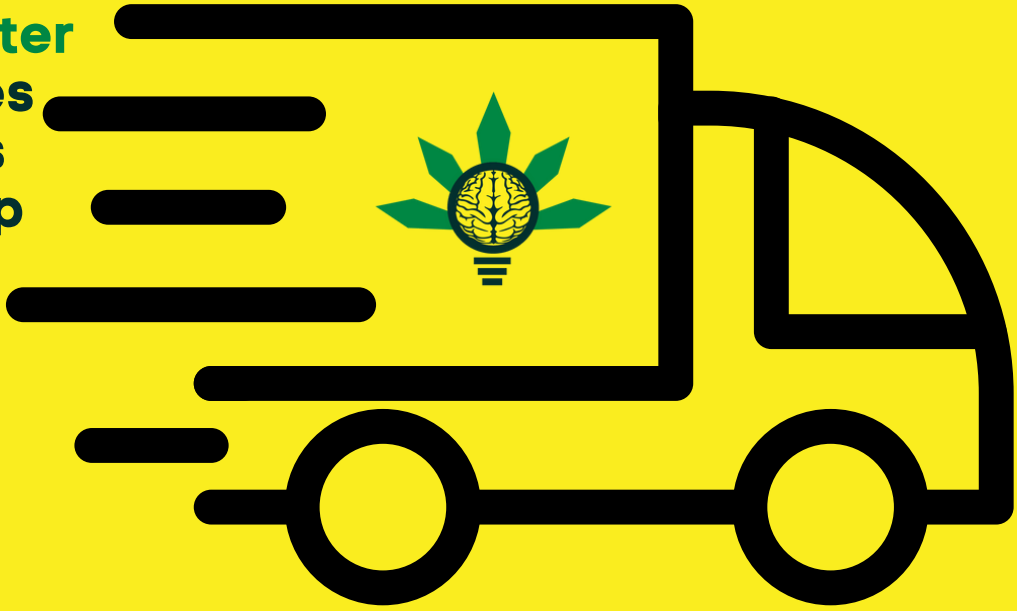
Receive cannabis cannabis products and hemp products from manufacturers and cultivators to test.

CannManage
Technical Writing Firm

Available Licenses

Cannabis Transporter

Business that moves cannabis, cannabis products, and hemp products between businesses.





Cannabis Delivery Service

Purchase cannabis and hemp products from specific cannabis businesses and sell and deliver those products directly to consumers.

CannManage
Technical Writing Firm

Available Licenses

Cannabis Wholesaler

Buy cannabis, cannabis products, and hemp products from cannabis businesses and then sell them to other cannabis businesses.





Cannabis Microbusiness

Grow, make, sell, and buy cannabis (including plants and seedlings) and hemp products. They can also have on-site lounges where customers can use cannabis.

Cannabis Mezzobusiness

Grow, make, sell, and buy cannabis (including plants and seedlings) and hemp products.



Application and Renewal Fees

License Type	Application Fee	Initial License Fee	Renewal License Fee
Cannabis Mirobusiness	$500	No initial fee	$2,000
Cannabis Mezzobusiness	$5,000	$5,000	$10,000
Cannabis Cultivator	$10,000	$20,000	$30,000
Cannabis Manufacturer	$10,000	$10,000	$20,000
Cannabis Retailer	$2,500	$2,500	$5,000
Cannabis Wholesaler	$5,000	$5,000	$10,000
Cannabis Transporter	$250	$500	$1,000
Cannabis Testing Facility	$5,000	$5,000	$10,000
Cannabis Delivery Service	$250	$500	$1,000

Minnesota Application Services July 2024



We CannManage MN Social Equity applications.

CannManage
Technical Writing Firm

What We Need From You

Some parts of the application require basic information from the applicant. We can collect these documents from your secure drive, and then we take care of the rest of the application for you (or your clients).

Attachment A: Disclosure of Ownership and Control

Attachment C: Social Equity Verification(s)

Attachment D: Facility Maps (Optional)

Attachment E: Proof of Trade Name Registration

Attachment G: Labor Peace Agreement

Attachment H: Photo ID

Why Hire CannManage?

Partnering with experienced and skilled technical writers ensure accuracy, accountability, and accessiblity throughout the application process. We bring an impressive blend of expertise, 26 years of combined writing and research detail, having prepared applications across 22 US states and four countries.

With our expertise in Social Equity rounds, we can outpace anyone in the industry while ensuring the accuracy of your materials and providing unparalleled customer service at accessible rates.

Our services include project management, research, client customization, complete finalization before submission, and submission portal assistance.

CannManage
Technical Writing Firm

Application by Attachment - How We CannManage

A. Disclosure of Ownership and Control
We CannManage: Compiling non-narrative documentation.

B. Capitalization Table(s)
We CannManage: Completing Your Cap Table Spreadsheet.

C. Social Equity Verification(s)
We CannManage: Compiling non-narrative documentation.

D. Security Plan
We CannManage: Writing this narrative section.

E. Proof of Trade Name Registration
We CannManage: Compiling non-narrative documentation.

F. Business Plan
We CannManage: Writing this narrative section.

G. Labor Peace Agreement
We CannManage: Compiling non-narrative content.

H. Photo ID
We CannManage: Compiling non-narrative documentation

I. Description of Training and Education for Employees
We CannManage: Writing this narrative section.

J. SOP Quality Assurance
We CannManage: Writing this narrative section.

K. SOP Inventory Control, Storage and Diversion Prevention
We CannManage: Writing this narrative section.

L. SOP Accounting and Tax Compliance
We CannManage: Writing this narrative section.

Application by Attachment - How We CannManage

Each License Type Also Requires Its Own Detailed Operation Plan

M(a). Microbusiness Or Mezzobusiness Operation Plan
We CannManage: Writing this narrative section.

M(b). Manufacturer Operation Plan
We CannManage: Writing this narrative section.

M(c) Retail Operation Plan
We CannManage: Writing this narrative section.

M(d) Wholesale Operation Plan
We CannManage: Writing this narrative section.

M(e) Testing Operation Plan
We CannManage: Writing this narrative section.

M(f) Transporter Operation Plan
We CannManage: Writing this narrative section.

M(g). Delivery Operation Plan
We CannManage: Writing this narrative section.

M(h). Cultivator Operation Plan
We CannManage: Writing this narrative section.

N. Cultivation Plan (Cultivators, Micro or Mezzo Seeking Endorsement)
We CannManage: Writing this narrative section.

***Note: Final updated versions of these applications will be available from the OCM on July 24.**

Application Services Pricing



We CannManage you or your client's MN SE applications. Contact us for rates and volume discounts. Special rates for unfunded applicants with at least 65% ownership stake.

We Don't Write Templates.
We Write Stories.

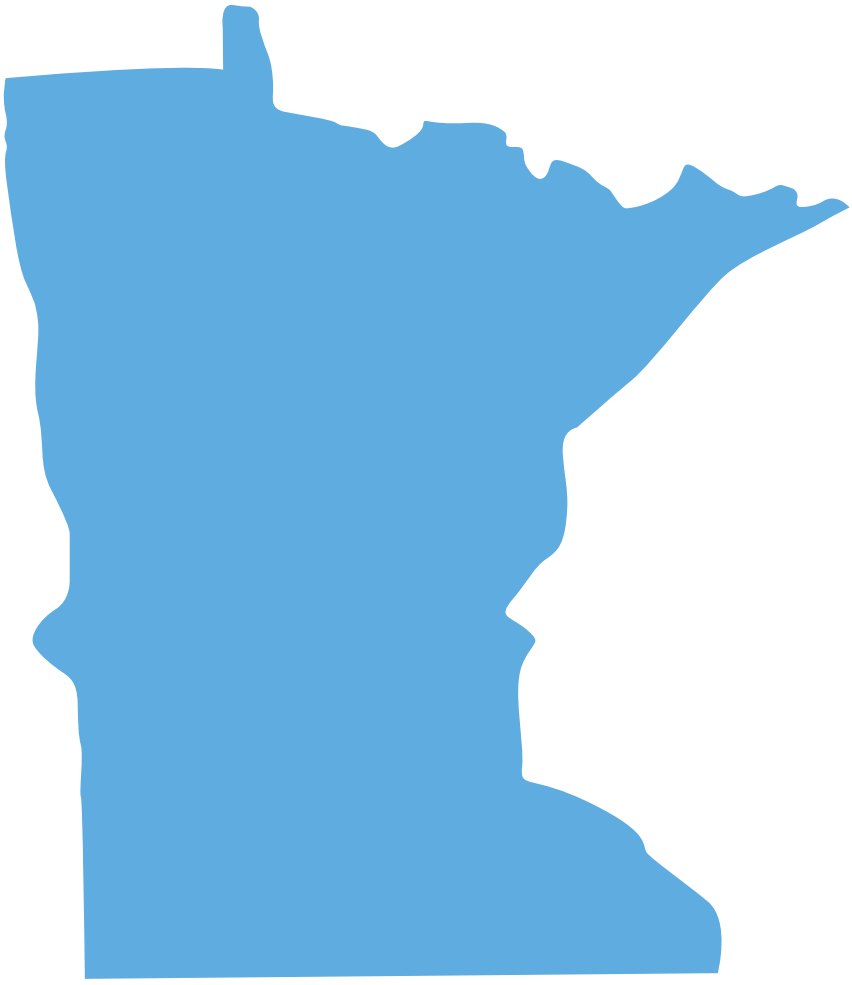
Our applications are **not templates**. We are technical writers who create each bespoke narrative based on state requirements and applicant information.

Securing a license in the cannabis industry is a complex endeavor that demands meticulous attention to detail and persuasive communication skills to articulate your mission.

Crafting a compelling application involves navigating a web of regulations and compliance standards set forth by state and local authorities and ensuring strict adherence to guidelines to avoid deficiencies or rejections, especially when the regulations have not yet been finalized.

Additionally, the social equity portal has a very limited window. To fulfill application requirements, you will need to successfully present your unique value proposition and show compliance with regulatory standards and guidelines to gain preapproval.

Application Services Overview



We CannManage your Social Equity application.

Application Services Overview

Planning

We are experts at avoiding bottlenecks during the narrative process. Coordinating our team with your team ensures communication and continuity. We develop a written plan for our deliverables as writers. This is where we communicate our needs to make this the best-written application we've ever made and truly tell their story.

Style

We create comprehensive internal guidance documentation for the application that streamlines our writing process and offers us invaluable information on your application, ensuring accuracy and accountability.

Regulatory Research

We read and understand regulations and instructions intimately. Once released, we ingest state website guidance, all regulatory frameworks, and the application packet and instructions before writing. We'll leave the interpretation of the law up to you, but we do the heavy lifting. We're always willing to adjust as per your request.

Creating The Foundation

Let us know what you need written, and we'll do it. We write financial plans based on existing assumptions and can make some independently. We can generate and source images for the application to make it easier for the state to digest. We do not make blueprints and would expect this to be completed by an architectural or design firm. We can make dimensions for a simple floor diagram. We create charts, diagrams, tables, and other standard visual graphics. During the licensing process, we can recommend trusted and helpful ancillary services like finance, legal, real estate, and security specialists.

Creating The Story

This is a collaborative effort that requires your client's input to fuel our expertise. We'll work with the team to create the best story and stay informed on changes that must be added as the application evolves. We aim to ensure the final application reflects your client's unique strengths and qualifications. We can sit down with them or you can provide this information for us to incorporate. We will be readily available to answer client questions and requests throughout the process with unparalleled customer service.

Creating The Finished Product

We run a complete check before sending it to you or your submission team and organize everything if needed. We are familiar with the finalization process for submittal and would be happy to help if needed. If you are not a law firm, we strongly suggest counsel review your documents before submitting them. We can recommend accessible options for a legal app audit.

We CannManage your Social Equity application.

We have an internal team of experts and a list of reliable contract writers ready for any licensing task.

Beth Myers - CEO/Senior Tech Writer

Beth attended Canisius University for English and Business. Her career as a cannabis-centered technical writer has spanned over 16 years. She began in 2008 in the Bay Area and then moved to Colorado in 2011, where she experienced firsthand the dawn of the legal trade. She has been focused most recently on managing, preparing, and writing applications for licensure.

Myers has crafted applications for licensure, comprehensive operations manuals, SOPs, and state-mandated training programs across 21 states, 20 local jurisdictions, and four countries. She has been integral to the start-up of 12 seed-to-sale cannabis companies in California and Colorado since 2008, with roles ranging from Budtender to **Chief Operating Officer** and **Managing Partner**. This includes pioneering work with respected vertically integrated brands like Evolab, the first North American company to sell strain-specific CO2 vaporizer cartridges, and holding an executive position at Kind Love, renowned in Colorado since 2009 for its quality and service.

Her dedication to quality contributed to her winning a Cannabis Business Award (CBE) for both Best Medical Flower and Best Dispensary.

Thomas J. Buckley - Technical Writer

TJ's primary focus at CannManage is on application writing for the dynamic cannabis industry. He holds a degree in biochemistry, minors in physics, and molecular biology, and has taken extensive coursework in ecology from the University of Denver. He has over 10 years experience as a researcher. Born amidst Colorado's beauty, TJ was raised in Denver and is passionate about nature, often accompanied by his adventurous Labrador.

TJ's experience extends to merging scientific acumen with legal expertise, having collaborated with the Innocence Project. It's not just about knowledge; it's about applying it innovatively within the cannabis industry. TJ's drive is the intersection of science, business, and law, aiming for excellence, and prioritizing quality and reliability.

Eager to shape the future, TJ is here to collaborate, innovate, and elevate this burgeoning industry with you. He has completed cannabis licensure applications in 6 US States.



Hire Us:

Website www.cannmanage.com

Phone Set Up a Call

E-mail beth@cannmanage.com