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Please answer the questions below, as a foundational step one for creating your business' financial and pitch documents. If you are a service company, substitute “service” for “product” with every question below.

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## Production of Product

1. Who produces the product?
2. Where is the product produced?
3. What do you need to make the product and costs associated with what's needed?  
Note:
  - a. Answering this question in detail is fundamentally critical to accurate financial documents?
  - b. If you are an existing business, this is easy to chart with existing expenses.
4. Do you need to own what's needed or can you outsource or borrow or lease?
5. Where physically is the product produced and how far away is this from you?

## Distribution of Product

Answer these questions for each customer and consumer based on how many you have of each group. If you are a licensed cannabis business, you are legally-bound to the distribution framework required by your state. Please check the state rules for what is legally required to distribute a licensed cannabis product.

1. Who is the final consumer for your product?
2. Is there a middle-man, or customer, between you and the consumer? If yes, how does the product get to the customer?
3. Is there more than one customer? For example, you may sell to a distributor who sells to a retailer who sells to a consumer. In this example, there are two customers and one consumer.
4. What equipment is required for the distribution plan?
5. What people / roles must support the distribution plan?
6. Do you own your distribution pipeline or outsource some of it?
7. What are the costs associated with each part of your distribution plan?
8. What are the benefits of your distribution plan and what are the disadvantages?
9. Do you have to distribute this way?

## Customer/ Consumer Awareness of Product

1. What solution does your product provide the end consumer?
2. What solution does your product provide the customer?
3. What information do consumers or customers need before they can or will buy your product? Note: If you have consumers and customers, answer this question for each group.
4. Is your product expensive or cheap? Note: Expensive products require messages to be seen more often by consumers than inexpensive purchases that can be labeled as impulse purchases or staple purchases.
5. How many times will the consumer or customer see a message about your product before purchasing?
6. When is the best time to interrupt your consumer or customer with a message about this product?
7. When is your consumer or customer most primed and ready to purchase?
8. Via what media will consumer or customer see a message about your product?
9. What are costs associated with that media?

## Consumer's Money Exchanged for Product

If you have a customer (or multiple customers) and an end consumer, answer these questions for each group.

1. What amount do you charge for the product?
2. What are the terms of the charge?
  - a. Note: Terms include when payment is made like cash on delivery. Check state regulations for requirements for licensed cannabis payment terms.
  - b. Terms also include payment structures like “buy more, save more.” For example, you might charge less for bulk orders. Or, you may have a reduced charge if someone signs up for a recurring service or a deal where the “10th one is on us.” All of this information impacts your financial documents and business plan?
3. Does the consumer own or lease the product or service?
4. Where does this exchange of consumer's money for product take place?
5. Who or what takes the payment?
6. What are the costs associated with processing the payment?

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### Product's End of Lifecycle

This section thinks about two things: 1) When the product is gone or used up, what happens next? Can parts of that product be recouped or reused again to drive additional revenue for your business or additional value for the customer / consumer. 2) How do you make a one-time customer and/or consumer a repeat customer/ consumer?

1. Is your product a one-time product or a recurring product?
2. Can the product or any of its associated parts be recycled, reused or resold? If yes, what are costs and is there revenue associated with that or added value for the custom or consumer?
3. What are the costs associated with recycle, reuse, or reselling?
4. How do you get the customer and/or consumer to buy the product again? For example, do you remarket, do you create a loyalty program, do you provide an incentive for a repurchase? Do you provide reminders when stock is low? What are the costs associated with this?