



The HiSpot Inc.

AU-MEO-000135

This entity qualifies for the Bronze level tier of
the Social Equity All-Star Program

The HiSpot Lounge Social Equity Plan

FOCUS:

The HiSpot Lounge is committed to providing fair and equal opportunities to those individuals seeking ownership in the cannabis industry. We will support the CRA goals to create Social Equity programs to help caregivers, individuals with marijuana-related convictions and individuals from disproportionately impacted communities. These programs will serve as a bridge from the legacy market to the legal market for operators. However, In doing so we must first understand how failed policies have unfairly affected distinct demographics within our society, creating the disproportionately impacted communities that deserve fairness and ownership-share of cannabis marketplaces. By failing to acknowledge these impacts of absent policies and over- policing, has caused entire communities to be marginalized in multiple aspects of their lives, severely affecting socio-economic status and upward mobility. “Cannabis Social Equity is the active commitment to fairness, justice, and equality in the formulation of public policy, distribution of public services, implementation of public policy, and management of all institutions focusing on cannabis enforcement and oversight of the cannabis industries”.

Our contributions to Social Equity includes Partnering in Business Ventures with other Social Equity Licensees and Programs, in addition to creating Mentorship programs with those individuals who qualified as disproportionately impacted by the program. The HiSpot Lounge will serve as an Entrepreneurial Hub for Cannapreneurs and Community members seeking information and support on ways to enter or learn more about the Cannabis industry. Our goals are aligned with the CRA’s focus to provide support to those who have been disproportionately impacted by the industry. We understand that these Social equity programs are necessary because they are an explicit government acknowledgement of the harm the War on Drugs has caused to individuals from disproportionately impacted communities, and serve as a bridge into the regulated industry for legacy operators, and help restore the rights of the individuals harmed.

*Social equity is understanding that, in fairness, it is right to ensure that disproportionately impacted communities receive the resources necessary to participate in these marketplaces, and have the opportunity to own cannabis businesses

MEASUREMENT:

Social equity is the recognition that as cities, states, and operators prospect and reap the rewards of owning or fostering cannabis businesses– the staggering majority of owners are white. Headlines detail the once-in-a-lifetime financial boom of cannabis daily, and while operators are given the opportunity to profit via legalization, people of color are still more than 3.5 times likely to be arrested for cannabis, though cannabis use amongst people of color and whites are nearly identical, and people of color compose only 13-14% of the population. To say the least, people of color are over 3.5 times more likely to have barriers erected in many aspects of their lives because of cannabis, and therefore less likely to have the capital and resources necessary to enter and compete in marketplaces that are being driven by cannabis.

The HiSpot Lounge is committed to providing opportunities to those who have been affected by the “War on Drugs” through its Social Equity commitment to the community and those individuals affected. We will provide a safe legal space to create and foster small business ideas into the cannabis industry. Our Social Equity program will allow Cannapreneurs a space to use for soliciting business, fostering business ideas and Advocates a space to inform the community of the cannabis industry and how it will affect them. As the cannabis community strives to create an equitable and sustainable cannabis industry it is crucial that all cannabis stakeholders and specifically public administrators, ask “What do we want the future of cannabis to look like?” The HiSpot Lounge mission is to create a Cannabis Future that looks fair and equal in its participants and those less fortunate looking to enter the industry. We will work with the CRA to create a fair and just industry, so that we can collectively create a solution to move forward as a community.

*Social equity does not advocate for redistributing licenses. It does not call for taking away licenses from others. Social equity calls for a percentage of new licenses to be set aside for individuals who have been harmed by the War on Drugs.

BENEFITS:

Social equity programs serve as *one* way to help individuals and communities disproportionately impacted by the War on Drugs. Secondly, social equity programs serve as a bridge from the legacy market to the legal market for operators. Social equity programs are necessary because they are an explicit government acknowledgement of the harm the War on Drugs has caused to communities of color, and serve as a bridge into the regulated industry for legacy operators, and help restore the rights of the individuals harmed.

At a very basic level, 'Equity' is defined both as "the Quality of being Fair or Impartial" or "the value of shares issued in a company". Both interpretations are applicable to "social equity", but to truly round out the concept, we need to first understand how failed policies have unfairly affected distinct demographics within our society, creating the disproportionately impacted communities that deserve fairness and ownership-share of cannabis marketplaces. The HiSpot Lounge will provide these missed opportunities by partnering with social equity applicants, caregivers, and those with marijuana-related convictions, to create generational wealth within their communities. We will do this by allowing access to a facility that supports the plans and ideas of said persons who wish to pursue opportunities within the cannabis industry. We will support our community through educational forums, mentoring, events and business assistance for all who have been disproportionately impacted.

Disproportionate impact is the recognition that through failed or absent policies and over-policing, entire communities were marginalized in multiple aspects of their lives, severely affecting socio-economic status and upward mobility. Social equity is understanding that, in fairness, it is right to ensure that disproportionately impacted communities receive the resources necessary to participate in these marketplaces, and have the opportunity to own cannabis businesses

***Social Equity Demands Fairness.**