



# Stiiizy

AU-R-000587  
AU-R-000608  
AU-R-000809

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

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STIIIZY

Focus Group Enterprises LLC dba STIIIZY  
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(213) 567-4201

Ferndale: 642 E Nine Mile Rd., Ferndale, MI 48220

Provisioning Center PC-000642  
Adult Use Retailer AU-R-000587

Kalamazoo: 5303 Portage Road, Kalamazoo, MI 49002

Provisioning Center PC-000750  
Adult Use Retailer AU-R-000608

Battle Creek: 859 Capital Ave. SW, Battle Creek, MI 49015

Provisioning Center PC-0000824  
Adult Use Retailer AU-R-000809

## Who we are

Focus Group Enterprises LLC dba STIIIZY (“STIIIZY”) is a west coast cannabis brand making its first foray into the State of Michigan. STIIIZY is a culmination of the perseverance, innovation, and vision of our founders. STIIIZY is dedicated to safe access to adult and medical use cannabis. STIIIZY strives to be an asset and leader in the communities we are a part of.

The legalization of cannabis is not just a business opportunity, it is an opportunity to do business right. By following our core values of authenticity, entrepreneurship, and social consciousness, we are helping build stronger communities while building an industry.

## 1. Social Equity Plan

Our goal is reducing systemic oppression by forming a versatile approach to social equity through avenues of advocacy, inclusivity, alliances, and other efforts. It is our mission to play our part towards socially responsible efforts in marginalized communities.

### **We Advocate for Social Justice & Create Equitable Opportunities**

STIIIZY is dedicated to supporting social justice issues in the industry, as well as embracing social equity programs across the markets in which it operates. Through these initiatives we not only aim to help build stronger neighborhoods, but also set the tone for social justice advocacy across the cannabis space.

### **We Promote Health & Wellness in the Communities We Serve**

STIIIZY strives to promote health and wellness in communities by offering education on cannabis, advocating for medical cannabis access, and participating in reducing the stigma associated with cannabis use. Through these efforts we will be able to reach some of our society’s most vulnerable groups, including military veterans, those battling illness and pain, as well as individuals who are challenged by mental illness and past trauma.

### **We Create Employment Opportunities in Communities**

Committed to actively seeking out and recruiting local hires to staff the cannabis retail which will include, supervisory, managerial, and administrative positions.

## Social Equity Plan (cont.)

We will also provide a career development program to create opportunities for those often overlooked in the community. This program will identify individuals such as those with non-violent cannabis conviction, veterans, those from the foster care system, or others who have simply experienced extreme financial hardship.

### Social Equity Plan Execution and Best Practices

Informational Mailings	Sponsor Neighborhood Open Houses
Develop and Disburse Educational Materials	Collaboration with Local Government and Law Enforcement
Internal Educational Programs	Active Social Media Engagement

### Monitoring and Evaluation of Social Equity Plan Impacts

- Collect and record metrics to measure impact by providing an analysis on jobs created and potential economic impact on the community.
- Collaborating closely with community organizations and/or nonprofits to record and actively track potential funding and employee volunteer hours to reflect and demonstrate impact.
- Measure attendance of community meetings, record minutes, and keep track of issues brought forth from public and business neighbors and our actions to address issues.
- Through partnerships with community organizations STIIIZY will track approved volunteer hours utilized by the store's staff. Allotting employees up to 16 hours of regular wages for community service.

## 2. Corporate Spending Plan 2023

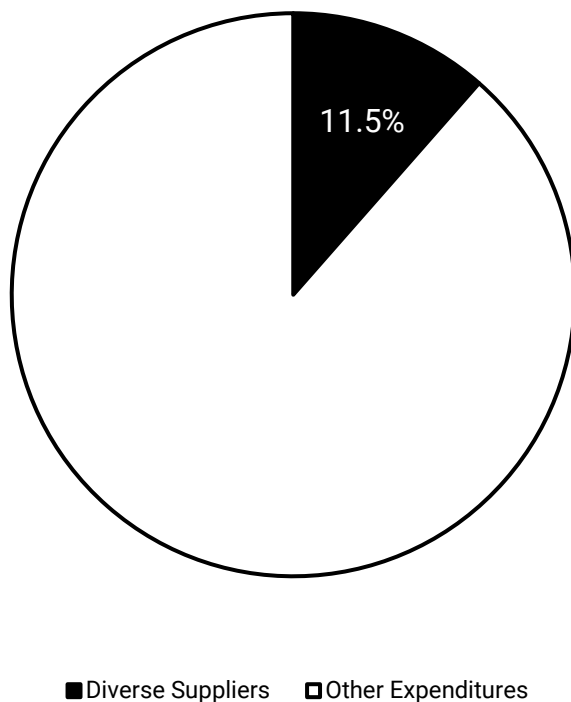
STIIIZY is committed to playing an integral role in the development of a more equitable cannabis industry in the State of Michigan. To this end we've partnered with numerous Michigan cannabis brands to stock our shelves and celebrate the diversity of what the State of Michigan has to offer.

## Corporate Spending Plan 2023 (cont.)

### Diverse Partnerships

Through a survey of the brands that supply cannabis products in our stores we have counted 60<sup>1</sup> self-identified diverse suppliers whom we will refer to as “Diverse Supplier Brands” or DSBs. As of the writing of this plan, this accounts for **100%** of our third-party brands. To us, this is truly a triumph in a nascent industry and aligns with our goal of supporting a legal cannabis marketplace that rectifies the harms caused by the war on drugs.

### Estimated Expenditures 2023



In the year 2023, we estimate that future expenditures on cannabis goods from diverse suppliers is estimated to be **\$1,040,189**.

Of our projected operating expenses, minus wages, for the year 2023 we anticipate overall operating expenses for our three retail stores to be **\$9,067,400**. Meaning **11.5%** of our operational budget will be spent on DSBs.

This estimate is built upon the following two assumptions: 1) we continue with our current number of diverse cannabis suppliers we have established business relationships with and 2) a minimum purchase order value over the course of 12 months.

We will be continuously monitoring key metrics that inform this plan:

- Continuously surveying newly onboarded cannabis brands that meet DSB criteria.
- DSBs that exceed minimum purchase orders.
- Operating expenses that include non-cannabis vendors that meet the State of Michigan’s diverse supplier criteria.

<sup>1</sup> A list of DSBs and their corresponding companies can be found attached to this plan as Exhibit A.

### 3. Community Reinvestment

#### 2022

On November 14, 2022, STIIIZY’s Social Impact Team traveled to Detroit to take part in a turkey giveaway for veterans hosted by Wayne County Commissioner Monique McCormick. STIIIZY loaded cars with turkey and fixings to spread some Thanksgiving cheer ahead of the holiday.



STIIIZY Social Impact Team with Commissioner McCormick

Then, on November 15, 2022 over 20 STIIIZY sales, retail, marketing, and social impact team volunteers joined forces with Metro-Detroit based Forgotten Harvest. Together STIIIZY and Forgotten Harvest served over 200 families at a pop-up pantry event. Goods distributed included fresh produce, pantry items, and desserts!



STIIIZY Volunteers and Forgotten Harvest Staff distributing produce

#### 2023

STIIIZY plans on community advancement projects, providing resources, and opportunity in this space. Our intentions and efforts are focused on providing aid via

access into the cannabis industry for communities that have been disproportionately impacted by prohibition.

- We plan to invest upwards of **\$300,000** in charitable contributions by 2028 to nonprofits and community organizations with the communities we do business.
- To integrate into the community, we plan on partnering with at least 2 local community organizations and/or nonprofits, per jurisdiction, dedicated to promoting social justice within communities impacted by prohibition and enforcement.
- We will uphold a “**good neighbor policy**” committing to host periodic community meetings inviting the public and neighboring businesses in the area to provide a forum to share feedback, address concerns and provide cannabis education.
- Make available to all employees sixteen (16) hours of paid volunteer hours for approved volunteer events.



## Exhibit A – Diverse Supplier Brands

<b>Diverse Suppliers</b> <b>42</b>	<b>Diverse Supplier Brands</b> <b>60</b>
3843 Euclid LLC	Chill Hyman
42 Degrees	Fresh Coast
BR Laboratory of Chesaning LLC	Binske Higgs
Brightmoore Gardens LLC	Hytex
Choice Laboratories	Crude Boys Choice Labs
Compassionate Advisors - Pinconning LLC	Pincanna Cannarado Genetics
D&K Ventures LLC	Barracuda Cannalicious Detriot Edibles
DF Michigan one LLC	Jeeter
EPS I LLC	Mitten Extarcts
Evo Pharms LLC	Gold Crown
Exclusive Brands LLC	Church Kushy Punch Packwoods
Fluresh LLC	Fluresh
Glacial Farms LLC	Glacier Cannabis
GreenCO Ventures LLC	Fire n Ice
High Peak Farms LLC	High Peak Farms
How Smooth it is INC	Smokiez
IVP Holding LLC	Pressure Pack
JRMI27 LLC	Dixie Mary
Kassab Investments LLC	Mac oil Packwoods
Kola Farms	Kola Farms
Lion Labs LTD	Element
Loud Labs Of Michigan LLC	Pyramid
Master Equity Managment LLC	Cavis Cone
MPM-P Marshall LLC	Common Citizen
North West Confections Michigan LLC	Wyld
Pinebrook Warren LLC	Wonderbrett
Pure Green LLC	Glorious Cannabis Company

Pure X LLC	Resinco
RWB Michigan LLC	Platinum Vape
SBCMI LLC	Rove
Sky Labs LLC	Bossy Chewii Motor City Motor City Cannabis Sky Labs
TAS Asset Holdings LLC	Noble
The Machine Grow and Processing, Inc.	3Left
Total Health Processing	Light Sky Farms
T-Rex 1 Corp	Ubaked
Trucenta LLC	Select
VB Chesaning LLC	Annie Camino Highlife Kiva Bar Lost Farms Tokeley Wana
Vida Farms LLC	Gans Detroit Cannabis
Wheelhouse Labs LLC	Summit Concentrates
Woodrock Holdings INC	Shattered Thoughts
Zen Republic LLC	Rkive
<b>Diverse Suppliers</b> 42	<b>Diverse Supplier Brands</b> 60