



New**Frontier**<sup>™</sup>  
data



**New Frontier Data**  
Authoritative Data & Actionable Intelligence  
for the Cannabis Industry

## **New Frontier Data Brings Authoritative & Actionable Intelligence to the Cannabis Industry**

*Washington* - **New Frontier Data (Frontier Financial Group, Inc.) is the first company to serve the nascent and underserved cannabis industry as a Big (and smart) Data provider. Unlike most of those joining the new green rush, New Frontier Data looks beyond the plant cultivation and distribution, to raise the industry bar and provide sophisticated services and value-add in what will inevitably be a mature and more complex industry within the next two to five years.**

“We have become the trusted source for all things data driven in this space. New Frontier has the most comprehensive data, both in breadth and granularity, so that we can meet information needs across all key audiences and allow them make informed decisions in cannabis.,” said CEO and Founder, Giadha Aguirre De Carcer.

The cannabis industry is currently yielding approximately \$7.98 billion in annual revenues in the United States, and is conservatively expected to reach a minimum of \$24 billion by 2025. The projected 16% Compound Annual Growth Rate is only one of the several promising indicators currently attracting investors from around the world, and contributing to what many are calling ‘the new gold rush,’ or as previously noted, the Green Rush. These investors, as well as legislators, researchers, and increasingly more sophisticated operators, all share one pressing question: Where is the data and who has the facts?

Industry operators have relatively little experience using customer insights and data to help drive and inform business decisions. On the other hand, sophisticated investors, academia, local governments and new market entrants, require authoritative actionable intelligence based on trusted data and sophisticated analysis. Tragically, current operators who hold the data are unwilling to share it; they are hesitant and lack the motivation to allow access to the data necessary for viable market analysis, nor do they collect, track or save the data, leaving the industry in a data conundrum. This is where New Frontier fits in.

“We provide operators with a powerful business intelligence platform and relevant consumer behavioral insights in exchange for the data required for sound, comprehensive, and authoritative industry reporting – all while protecting client confidentiality. We then combine a unique, disruptive, with reliable collection of exclusive historical data from hundreds of operators across the U.S., to provide sophisticated and authoritative Cannabis industry reporting,” added Aguirre DeCarcer.

New Frontier is the combination of Bloomberg and Gartner of cannabis, with the power of Salesforce to help those in and out of the cannabis industry navigate this new era.

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## New Frontier Leadership



### **Founder & CEO – *Giadha Aguirre De Carcer***

Seasoned entrepreneur with proven record successfully conceptualizing, funding and launching four startups in nascent industries. Over 15 years of experience in market research and data analysis.



### **Operations – *Gary Allen***

Visionary and thought leader in the tech space, with over 20 years of creating innovative technology. Very experienced in startup-to-exit and is well known for his accomplishments in Marketing Technology.



### **Financial – *Bruce Ficks***

A finance expert with over 25 years of financial and operational management experience in a variety of organizations and industries. He has extensive management experience in strategic planning, financing, forecasting and process improvements. He holds a MBA in Finance from the University of Minnesota as well as CPA (inactive) and CMA certifications.



### **Industry Analytics – *John Kagia***

A data scientist with a keen understanding of market research, business strategy and industry analysis to help high performing organizations achieve their strategic objectives. His market insights enable organizations to plan, grow, compete, and measure performance more effectively.



### **Communications & Government Affairs – *Gretchen Gailey***

A seasoned journalist with more than 10 years of experience in network news, cable news and local news, on and off the camera, as well as in print journalism. She has interviewed heads of state, political campaigns, terror trials and lead communications for a U.S. House of Representatives Committee Chairman.

## Team of Advisors & Board Members:

### **Priceline.com Co-Founder – *Jeff Hoffman***

Seasoned entrepreneur and online value propositions expert.

### **Gartner SVP – *Dale Kutnick***

Industry leader in technology and information management driving business transformation and enablement.

### **Author and Physicist – *Dr. Joseph Romm***

An American author, blogger, physicist and climate expert who has published several books on global warming and energy technology.

### **Preeminent Cannabis Attorney – *Bob Hoban***

An AV® Preeminent™ rated attorney and seasoned commercial practitioner. Hoban Law Group, the nation's largest and most experienced Cannabis law firm based in Denver.

### **Marketing Expert – *Patrice Angle***

An investor and marketing advisor in the cannabis industry, her expertise is in B-to-B marketing and political affairs, helping small to medium size companies with business development and marketing.

### **Investor & Entrepreneur – *Alan Bankier***

Active early stage investor and entrepreneur, and invests in a variety of companies in the legal cannabis, technology and food/tech industries

### **SVP of Sales at Scorpion Internet Marketing – *Justin Mink***

An executive leader and entrepreneur with a background in Sales, Marketing, and Business Operations focused within the fields of emerging media and technology.

### **Editor-in-Chief of Marijuana Investor News – *Kristin Fox***

A serial entrepreneur, brand builder, networker and award-winning journalist. Fox has built successful profit and non-profit businesses in the hedge fund industry for the last 25 years.

### **President of VividGro & Co-Manager of the Panther Opportunity Fund – *David Friedman***

Investment news publications and media expert.

### **Red Wolf Trading Partner and District Growers Founder – *Corey Barnette***

Cannabis cultivation and trading expert.

### **Founder of Nischan Pictures – *Zach Shields***

A filmmaker and online video content expert with over a decade of experience in advertising, marketing and documentary filmmaking.

### **Chmn of Evaluation Comm. & Treasurer of Arc Angel – *Jeffrey Finkle***

Recently named one of the “25 Angel Investors in New York You Need to Know.” A venture investor for ten years, an angel investor for five years, and an operating executive for 18 years.

### **Investor & Entrepreneur – *Barbara Koz Paley***

A place maker who spots trends, invests early, and creates connections among seemingly the disparate asset classes of real estate, fine art and legal cannabis.

### **Healthcare & Tech – *Cynthia Petrone-Hudock***

Ten year plus veteran of healthcare information technology, assisting healthcare systems in leveraging enabling technology to transform care.

## **Our Board:**

### **Chairman, Founder & CEO New Frontier Data– *Giadha Aguirre De Carcer***

Seasoned entrepreneur with proven record successfully conceptualizing, funding and launching four startups in nascent industries. Over 15 years of experience in market research and data analysis.

### **Founder and Managing Partner of Merida Capital Partners – *Mitch Baruchowitz***

A cannabis financier and legal analyst, Baruchowitz has raised ~\$70MM for cannabis-related businesses since 2012, primarily in medical-only cultivation and ancillary products that support cultivation operations.

### **Managing Partner, Phyto Partners – *Larry Schnurmacher***

A financial advisor focused on wealth management and institutional sales at Oppenheimer & Co. and then Morgan Stanley where he successfully managed client assets by crafting investment strategies & managing risk.

### **Founder & CEO of Oventio – *Atul Sood***

Serial entrepreneur and senior business development executive deeply experienced in the CRM and Big Data Analytics Industries.

### **Founder & CEO of Articulate – *Adam Schwartz***

An angel investor in innovative companies such as Getaround, Contently, Double Dutch, Unbounce, Movable Ink and many more.

New Frontier Strategic Partners:



## Frequently Asked Questions

### **Is New Frontier Data pro-cannabis?**

We take no stance on the legalization of cannabis across the nation. Our goal is to provide unbiased, authoritative actionable data that will allow our users: investors, policy makers, researchers and academics to make informed decisions in this growing industry.

### **How do you compare to other firms claiming to have Cannabis Market Research?**

We do not compare ourselves to anyone else in the industry today. New Frontier is looking to service those who want to better understand the industry by providing them with vetted, comprehensive, and ultimately more reliable data to improve their research and analysis.

### **Who has the data?**

Critical data lies at the source, with the Owner Operators, as well as with various government agencies such as IRS, DOJ, and NIH. The challenge is that Operators have been reluctant to share their data due to Patient Privacy concerns and until now have had no incentive to overcome their hesitancy. On the government side, the infancy of the sector and burdening bureaucratic process have enabled state and federal agencies from properly aggregating and disseminating the available data. The regulatory environment itself is nascent and data reporting requirements are still being crafted, therefore data is yet to be properly collected.

### **How do you put together the data into a cohesive report?**

Our system utilizes a reciprocal data flow to give both best-in-class industry and customized on demand reports and insights. Proprietary consumer behavior predictability tools allow operators to optimize their price points and increase revenues in order to maximize their profit margins. We bring this together with a news and reporting service providing in-depth coverage of leading production, consumer, legislative, and regulatory analysis from the nation's capital, the individual states, and around the world.

### **What can be found in your reports and how can it be utilized?**

Readers will be able to understand, assess and size market opportunity, potential Return of Investments and capital requirements. They will also be able to craft sound strategic, operational and investment plans. Our customers will stay informed of global issues and events affecting U.S. Cannabis business interests, as well as monitor federal, state, and international tax developments that could influence their short and long-term plans.

**Operators:** Can customize value propositions and product offering based on specific and timely consumer needs. Are able to assess industry, competitive and legislative risks and are able to measure and track business profitability and performance against the industry as well as make informed business decision based on industry trends, market dynamics and legislative action.

**Policy Makers & Community Leaders:** Are able to assess impact of legalization/decriminalization in their states and cities, educate their constituents, and make better taxation decision benefitting both profitability and socio-economic impact of regulator changes.

**Investors:** Can identify best suited investment opportunities to their specific interests and relevant to projected returns and growth. As well as, craft value-add business propositions in tune with market demand, industry trends, and emerging opportunity areas.

### **What is equio?**

Equio is our proprietary real-time data solution designed to provide users with reference tools and all the answers they need to run their cannabis business. It includes access to the raw data, as well as user-interactive visualizations and analytics tools to best interpret the data and make it digestible to the user. The interactive customizable interface contains powerful Big Data information including census, medical, legislative, demographic and real estate data. These comprehensive data sets can be accessed and shaped nationally down to a zip code via cutting-edge geospatial tools.

### **What does equio mean?**

Equio comes from the Latin word “Equi” for horse and “Os” for mouth, loosely translating to “straight from the horse’s mouth.” New Frontier wanted its users to be aware that our vetted data supplied in equio was coming straight from the source and not being skewed in any way towards a particular leaning.

## Fact Sheet

### *A sampling of New Frontier Data's latest findings*

#### U.S. Facts

- Adult use is legal in eight states including the District of Columbia
- 29 states and the District of Columbia have legalized medical marijuana to date
- Legal cannabis market to reach \$24.1 billion by 2025 at 16% compound annual growth rate (CAGR)
- If all the states which are currently legal continue their projected growth, they could generate \$2.3 billion in state tax revenue from retail sales by 2020
- 95% of the U.S. population lives in a state where there is some form of legal cannabis (including adult use, medical use, CBD only laws)
- 55% of adults believe cannabis should be legalized, regulated and taxed like cigarettes and alcohol
- In November 2016, 18 million Americans cast votes in support of either medical or adult use initiatives. These voters represent 6% of the U.S. population.
- In 2016, the Viridian Cannabis Stock Index gained 236.1% while outperforming such mainstream indexes as the Russell 2000 (up 19.5%), the Dow Jones Industrial Average (up 13.4%), the S&P 500 (up 9.5%), and the Nasdaq composite (up 7.5%).
- Women Have Majority Ownership in 57% of cannabis businesses
- U.S. cannabis market will create 283,422 jobs by 2020

#### U.S. Medical Market Facts

- Medical market to reach \$13.3 billion in 2025 at 12% CAGR
- Medical cannabis patients outspend adult use consumers nearly 3 to 1 in multi-billion-dollar U.S. market
- In legal medical states, abuse of opioids is down by 11%
- If medical cannabis were legalized nationally, pharmaceutical expenditures on the top nine conditions commonly treated by medical cannabis could fall an estimated \$18.5 billion between 2016 and 2019.