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Cannabis Industry 2.0: The Next “Step Up” Following Historic 2016 Elections

A Look at the Rapidly Expanding Cannabis Industry in the Public Markets

Washington – New Frontier Data, the cannabis Big Data and analytics authority, in collaboration with capital markets intelligence from Viridian Capital Advisors, a leading financial/strategic advisory and investment banking firm dedicated to the cannabis industry, has released *Cannabis Industry 2.0*, a brief looking at how the historic passage of eight ballot initiatives to legalize cannabis across the U.S. has ramped up activity in public markets and turned the tide for public companies in this high growth, emerging industry.

“In order, to better adapt to the new requirements for credibility and professionalism in the cannabis industry, companies with greater foresight are beginning to embrace the value of business intelligence. With a unique marriage of industry data from New Frontier and capital markets data from Viridian Capital Advisors, both operators and investors can make capital deployment and strategic decisions with confidence,” said New Frontier Data Founder & CEO Giadha DeCarcner.

“As the cannabis industry is taking its next steps in evolution and maturity, companies are scrambling to protect their value propositions. While investors and operators are preparing for increased competition, many companies currently in the cannabis sector will likely fail. As barriers to entry in the industry fall and as competition pushes out less successful enterprises, we predict consolidation opportunities continue to present themselves, leading to increased involvement by institutional investors and multinational companies,” said Scott Greiper, president and founder of Viridian Capital Advisors.

The cannabis industry is undergoing a social, legislative, and business revolution as new companies, investors, and technologies flow in daily. While the cannabis industry is subject to the risks characteristic of any emerging sector, it also faces very nuanced challenges born of the unique nature of this new market – a crop-based market with medical, recreational, and industrial applications. New Frontier, empowered by Viridian’s capital markets data and intelligence, has come out to provide those interested in both the traditional risk assessment of a new sector, as well as the nuanced insight specific to cannabis, with the first cannabis-centric institutional due diligence and advisory service offering.

If you are interested in a free copy of the *Cannabis Industry 2.0: The Next “Step Up” Following Historic 2016 U.S. Elections*, go to <https://newfrontierdata.com/electionbrief/> or contact Gretchen Gailey at ggailey@newfrontierdata.com for a download of the brief.

About New Frontier Data:

New Frontier Data provides objective, rigorous and comprehensive analysis and reporting for the nascent and underserved cannabis industry. New Frontier’s data and reports have been cited in over 45 countries around the world to inform industry leaders. New Frontier, the premiere Big Data shop in the

sector looks beyond the plant cultivation and distribution, to raise the industry bar and improve visibility into what will inevitably soon be a mature and more complex industry. Founded in 2014, New Frontier is headquartered in Washington, D.C. and has additional offices in Denver. For more information or media inquiries, please visit www.newfrontierdata.com or contact Gretchen Gailey at 202-489-3821 or ggailey@newfrontierdata.com.

About Viridian Capital Advisors:

Viridian Capital Advisors (www.viridianca.com) is a financial and strategic advisory firm dedicated to the cannabis market. We provide market intelligence, investment banking, investor relations, and corporate development services to emerging growth companies and qualified investors in the cannabis sector. Our banking practice, through broker-dealer Pickwick Capital Partners, provides capital and M&A to fund the growth of our clients, while our advisory practice helps to position and build their businesses. Our team's decades of high level operating and transactional experience on Wall Street in a variety of emerging sectors, allows Viridian to provide comprehensive strategic and financial solutions that assist cannabis enterprises in realizing their full potential. For more information, contact Harrison Phillips at (212) 485-0284 or hphillips@viridianca.com.

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