MPG | MARIJUANA POLICY GROUP

PRIVATE SECTOR SERVICES

The Marijuana Policy Group has a practical understanding of how research and data analysis can be incorporated into effective decision-making for the private sector. The MPG offers the following services:
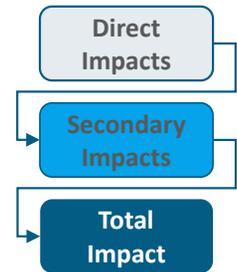
The Marijuana Policy Group (MPG) was created in early 2014 by principals of BBC Research & Consulting and the University of Colorado, Business Research Division, two esteemed Colorado institutions with decades of experience providing independent and unbiased research. The MPG was formed to provide a more focused approach to the specific and unique issues related to marijuana policy-making and analysis. MPG staff has extensive experience providing market, policy, economic, financial and statistical research, as well as advisory services for government and business interests alike. Our experience with public sector and not-for-profit organizations is balanced by market research and strategy development for the private sector.

The MPG mission is to apply research methods rooted in economic theory and statistical applications to inform regulatory policy decisions in the rapidly growing legal medical and recreational marijuana markets.

2420 17th Street
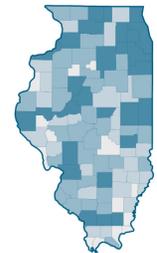Suite 300
Denver, CO 80202
mjpolicygroup.com

ECONOMIC IMPACT MODELING

The economic impact of the growth of the cannabis industry spans across many other industries as well, including security services, utilities, real estate, and professional services. MPG has developed numerous economic models that capture key economic and demographic relationships for the cannabis industry and related supply and service industries, and quantify the economic activity, employment, labor income, and fiscal impacts. Our models can be adapted to any geographic area and employ data from a variety of sources: business surveys; licensing information; state tax data; U.S. Census Bureau estimates; and third-party economic data.

Direct Impacts → Secondary Impacts → Total Impact

MEDICAL MARIJUANA DEMAND STUDIES

MPG's medical marijuana market quantification analyses include an estimate of eligible and likely patients of medical marijuana treatment based on disease prevalence rates (for certain qualifying medical conditions such as cancer, HIV/AIDS, amyotrophic lateral sclerosis (ALS), to name a few) and patient population adjustments to account for likely marijuana treatment adoption. Our market models provide statewide eligible and likely patient population projections along with county-level estimates.

FINANCIAL MODELING

MPG has developed a comprehensive financial modeling platform for emerging and existing cannabis businesses. The model draws on our market quantification and financial modeling expertise as well as our experience working with cultivators, processors, and retailers. MPG's financial models are a useful tool when considering market entry, evaluating acquisitions, attracting investment, or making data-driven decisions. Our models help clients understand product supply and demand, investment and return, cash flow, start-up costs, operating requirements, and pricing. Each model is custom designed for every client and integrates unique market and regulatory characteristics.

Annual Cultivation Over (Under) Supply

- Total
- Internal
- External

Year 1 Year 2 Year 3 Year 4 Year 5