



PAUL COHEN'S *Marijuana Hub*

A Division of Cohen Grassroots Research, Inc. www.cohengrassroots.com



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Cohen Grassroots Research, Inc. is the Nation's Number #1 Micro Cap and Cannabis Research Firm
IR Research Reports (1,000+) - Distribution to 100s of thousands of investors

HOW TO MAKE MONEY IN THE MARIJUANA STOCK MARKET

ISSUE #3: FINANCIAL ANALYSIS: THE COHEN FINANCIAL AND VALUATION MODEL

- ▶The core foundation of Cohen Grassroots Research's business is 5 year forecasting of the 3 statements for our client companies.
- ▶Many years ago I built the Cohen Financial and Valuation Model. It grew to 700,000+ cells in excel. We had to take it to the USA Excel expert who broke it in half. We blew out excel.
- ▶Over the years our brain trust analyst team of PhDs, CFAs, CPAs, MBAs, MDs etc. has improved and added to the model.
- ▶The Model is now divided into two massive excel spreadsheets. It contains 28 different methods of valuation for private and public companies including hundreds of charts and graphs. We are valuation specialists.
- ▶There are a number of CFA and CPA related academic metrics. Five of our metrics have been developed by us and added to the body of knowledge in the academic community. They bear my name such as the Cohen Net Cash Flow from Operations Model.
- ▶We can take any company and input the required and forecasted financial metrics into our Model. The Model recalculates our assumptions. Our output becomes the Income Statement, Balance Sheet, Cash Flow Statements complete with valuations and price targets of any industrial or financial company. It is also used in our Business Plans, Master Budgets and private companies.
- ▶We cover 275 cannabis companies in this industry, 3 times the companies used in Varidian's 75 stocks index. We believe our industry knowledge is the cutting edge of cannabis and marijuana investing. Understanding it is a must.
- ▶All of our client companies including the marijuana industry are forecasted over 5 years for valuation and price targets, and are complete with industry and sub industry comparative metrics, statistics, charts and graphs.
- ▶It is from this academic industry sort that we believe we analyze this industry at a depth of knowledge that is unavailable to industry analysts, our competition and investors.