



# PAUL COHEN'S

## *Marijuana Hub*

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### HOW TO MAKE MONEY IN THE MARIJUANA STOCK MARKET

#### ISSUE #1: MORE ON MANAGEMENT

- ▶ We monitor 275 companies in the Cohen Grassroots Marijuana Index. We have studied all of their management capability. It has taken us a lot of time, but this is where securities analysis starts. All investing in any industry begins with the quality of management.
- ▶ Let me give our readers an example of what excellent management is all about.
- ▶ Cannlabs (CANL) management team is at the top of the heap in depth, competence, education, performance, integrity and experience. In addition, they are in the lab testing business, a subset of the cannabis industry we like very much. Margins are generous in this industry and regardless of where it is headed, testing will be an important foundation.
- ▶ Under corporate governance Cannlabs has 5 separate management divisions, staffed with outstanding people.
- ▶ The divisions are: Board of Directors, Management Team, Science Advisory Board (2 PhDs) Business and Technology Advisory Board and Committees (Audit, Compensation).
- ▶ Without knowing anything about this company, one quick look at Cannlabs' management profile tells any investor how much thought has been put in at the top level. Add to this the bios of each person, and this is a heavyweight management team - as good as it gets.
- ▶ One thought: The Company's website should highlight Corporate Governance. It is hard to locate on their website.
- ▶ Another top management team is AMMJ, American Cannabis Company, an outstanding consulting company in this industry. AMMJ does not have the depth that Cannlabs has. However, Corey Hollister and Ellis Smith know the industry backwards and forwards. They have seen it all; done it all. Trent Woloveck, COO is as sharp as a tack.
- ▶ There are other excellent management teams: Nemus, Heliospectra and others. Start your research first my zeroing in on management. The rest will follow.