



# PAUL COHEN'S *Marijuana Hub*

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## HOW TO MAKE MONEY IN THE MARIJUANA STOCK MARKET

### THE COHEN GRASSROOTS MARIJUANA INDEX AND THE CANNABIS STOCK MARKET

The 420 Investor reports that cannabis stocks are down about -14% year to date.

With their index down roughly -97% since the highs, we have to look at why this industry has done so poorly.

Stock prices measure the fundamental progress of an industry.

They also measure the future of any given industry and companies in an industry group.

The future of any industry includes valuations and price targets for a given company.

The Cohen Grassroots Marijuana Index of 310 stocks compares sector value against other sectors.

It also compares individual companies in their sectors against the entire industry.

Therefore, we have a bird's eye analysis of the guts of this stock market. Nobody else has this intelligence that we are aware of.

We understand why and how this industry and its individual companies functions.

We also understand why the cannabis stock market has been crushed.

In strong economic times, this industry has been crushed because on balance it has no cash, the ability to raise cash, negligible sales and actual profits, bloated capital structures in terms of shares of stock outstanding and authorized.

Yet the industry is fueled with hype and promise such that I have not seen in 50 years on Wall Street.

There are selected companies and sectors that will work out long term. They will reward patience.