



PAUL COHEN'S *Marijuana Hub*

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HOW TO MAKE MONEY IN THE MARIJUANA STOCK MARKET

MARIJUANA INDUSTRY PROGRESS

- ▶ There are so many good things, and so many bad things in this industry that it is difficult to chart an investment course.
- ▶ California is set to vote on recreational marijuana in November.
- ▶ I have always thought this vote is key to the industry's credibility and long term future.
- ▶ At this time, the odds are that the issue will pass.
- ▶ But at election time, there will be significant debate pro and con.
- ▶ Remember that California produces about 70% of marijuana sold in the USA, so the vote is a big deal.
- ▶ I would have thought that the possibility of a rescheduling would fuel this stock market. It has not.
- ▶ I was really surprised to see that Microsoft is eying this industry. I would think it would be contrary to their corporate image. Facebook apparently has taken the opposite view.
- ▶ The foundation of any industry is cash and banking. This industry has little cash and can't put cash into banks.
- ▶ An industry that cannot finance itself is tied up in chains. There are many chains holding back this industry.
- ▶ The Cohen Grassroots Marijuana Index, now 305 companies, is a sophisticated analytical spread sheet that gives us a bird's eye analysis of an industry in deep financial trouble.
- ▶ We know of no other firm or business in this industry that has the capability to understand it on a broad based basis.
- ▶ The industry's stock prices are now off about -10% YTD. Share prices tell the story of a weak industry, despite its hype.