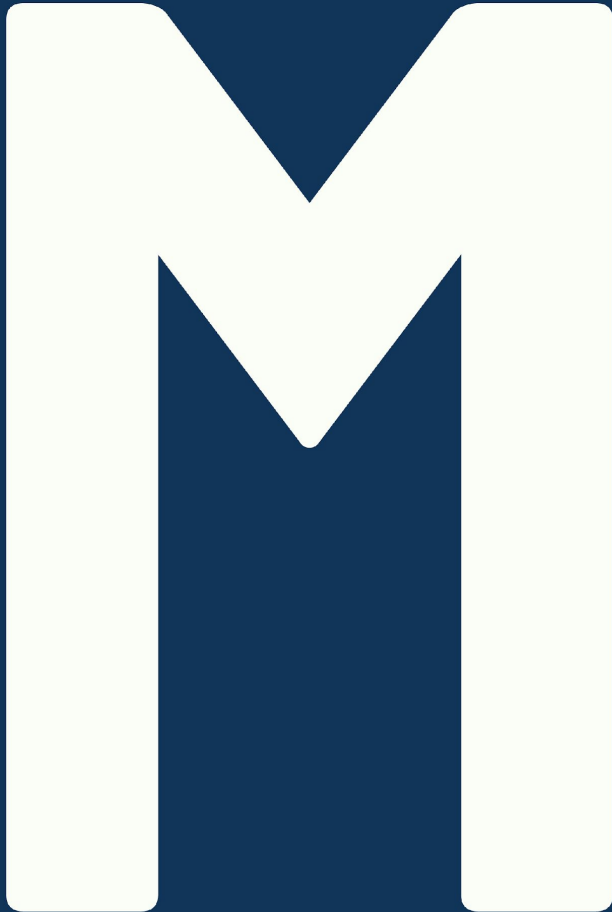


The logo for MOST features the word "MOST" in a bold, dark blue, sans-serif typeface. The letter "O" is a solid dark blue circle. A light blue horizontal bar is positioned directly beneath the "O", extending slightly beyond its left and right edges. The letters "M", "s", and "T" are also in the same dark blue font, with the "s" being a lowercase script-like letter.

**MOST**

A CANNABIS CONSULTING GROUP



Our company was founded 11 years ago in Philadelphia by Claudia Post. Until recently, we were known as Smokin' Hot Solutions, a digital marketing agency that works with cannabis companies. The name Smokin' Hot Solutions, and the tagline "We Create The Buzz" was perfect then, but not today.

As the industry has matured, so have we. Two years ago, we began our transition to MOST as we built our new model and teams around consulting, design, and advertising.

Innovation, creativity, and strategic thinking have been important to us from the beginning.

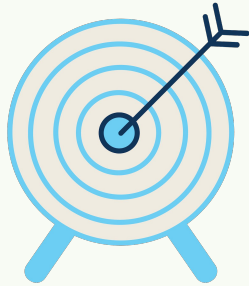
We work in the U.S. and Canada with cannabis companies, hemp/CBD companies, headshops, kratom brands, and all other ancillary industries.

# MISSION

MOST is here to challenge the status quo, offer an expanded level of thinking, and achieve sustainable success for ourselves and our clients.



# WHAT WE DO



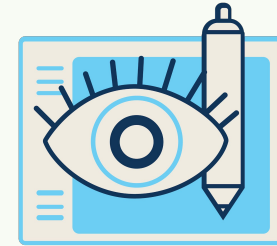
## STRATEGY

Product Launches  
Expansion Plans  
Applications & Licensing  
Marketing Plans  
Go to Market Strategies  
General Consulting  
Merchant Services



## MARKETING

Social Media  
SEO  
PR  
Advertising  
Photography  
Copywriting  
Event Production



## DESIGN

Branding  
Packaging Design  
Packaging Production  
Web Design  
Ad Designs  
Print Materials  
In-store Displays



# MEET OUR TEAM

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**Claudia Post**

Founder & President



**Jonathan Monk**

Managing Director



**Andrew Faulkner**

Marketing Director



# MEET OUR TEAM

---

**Sarah Johndrow**

Account Director



**Will Pearson**

Senior Designer



**Samuel Walker**

Graphic Designer



# MEET OUR TEAM

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**Alex Fisher**

Account Executive



**Maxley Kittiver**

Copywriter





# STRATEGY

A photograph of two men in a modern office setting. The man in the foreground, wearing a maroon t-shirt, is seated and looking at a laptop. He has a tattoo on his left forearm. The man in the background, wearing a black hoodie, is also looking at the laptop. The office has a blue wall, a blue mesh chair, and a shelf with various items in the background.

We collaborate with you to define, prioritize, and plan how to position your company and achieve growth through marketing, advertising, design, and operations.

Our mastery of strategy development and positioning of companies, products, and services set us apart from your average marketing agency, branding company, and PR firm that only focus on those specific services.



Developing a thoughtful and strategic marketing plan is one of the many keys to success when launching a new company, product, or service.

When developing a marketing plan, it's important to identify on which channels you need to have a presence, what is the strategy for each of those channels, who is going to execute on those strategies, and at what pace will it be done.

We have developed and executed hundreds of marketing plans over the past 11 years. We always develop a marketing plan before executing any marketing initiatives.

# MARKETING PLANS ADVERTISING PLANS

Determining where to advertise and how to allocate spend to different mediums can be tricky. Billboards, digital, social media, etc. can all be great avenues, but they are not great for every product and brand.

Each company's goals are different, thus the mediums through which you advertise, as well as, the creative direction for those specific ads should speak to what you are looking to achieve. When developing advertising plans, we dissect all possible advertising mediums, and develop copy and creative.



# GO TO MARKET STRATEGIES

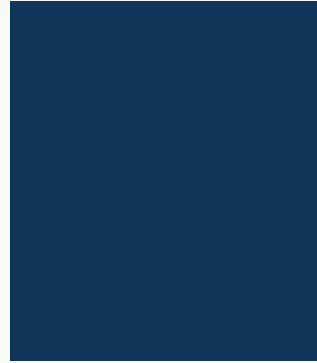
Developing a go to market strategy is of the utmost importance when bringing any product, service, or brand to market. We develop action plans to dominate in new markets by developing customer personas, marketing and advertising strategies, brand positioning, and more.

A go to market strategy is necessary to ensure success post-launch. To date, we have launched 100's of brands, products, and services.

PURVEYORS OF FINE CANNABIS

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# GREEN BAR

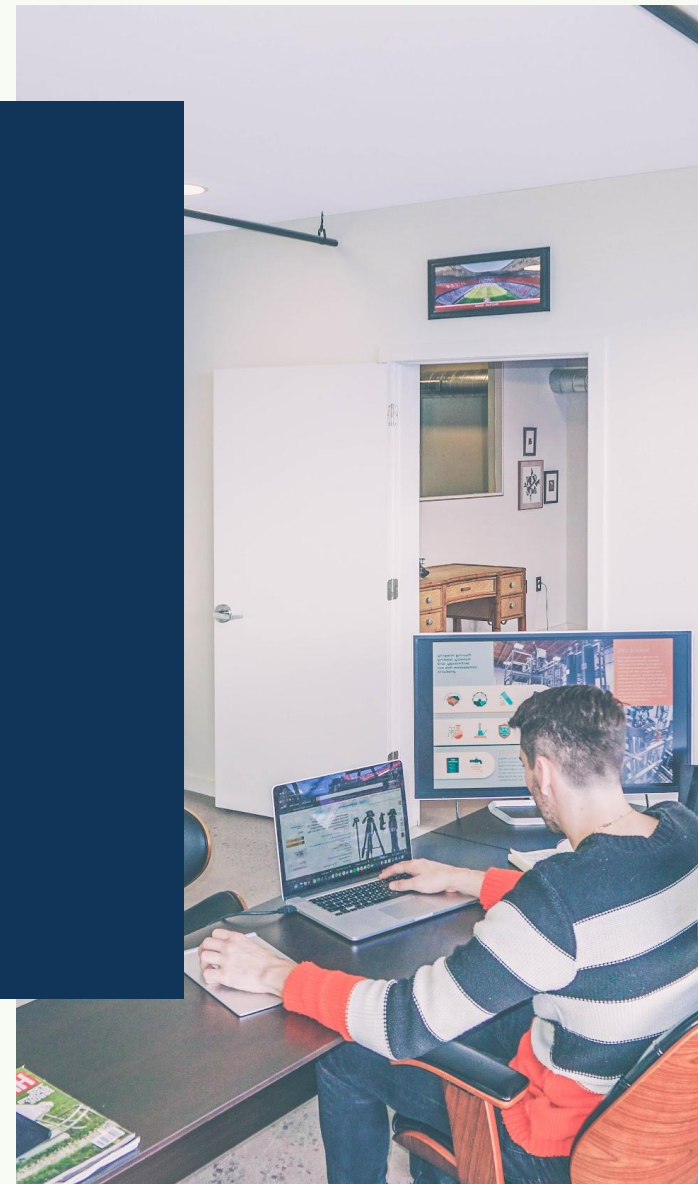






# GENERAL CONSULTING

We have the capability, knowledge, and leadership ability to consult on virtually any project. We have developed sales teams, hired employees, trained management, and led cap raises, among many other things. Our diverse skill sets allow us to pass seamlessly through a variety of engagements.





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# APPLICATIONS LICENSING

We have written applications for dispensaries, cultivators, and processors in Pennsylvania, New Jersey, Missouri, Ohio, Massachusetts and, Illinois.

The opportunities for growth in the cannabis industry are abundant, but there are rigorous application processes to become a licensed operator. Composing these applications without an experienced team like MOST can be a daunting task.

Our expertise and knowledge on how to run dispensaries and cultivation facilities, as well as what to include in applications, gives us the ability to write strong applications to put your company in the best position to be awarded a license in whichever state you choose to apply.



# MERCHANT SERVICES



Authorize.Net®

Woo  
COMMERCE



Payment & Credit Card Processing

Banking

POS Systems

E-Commerce

ATM's

Invoicing

Menu Integration

Armored Cash and Product Transport



# MARKETING



We are a team of marketing and advertising experts who have lived the cannabis industry for over 11 years.

In a congested industry where it is increasingly harder to market and differentiate as a brand, we have proven time and time again that we are not only capable, but we meet the challenge despite the marketing and advertising restrictions placed on our industry.

# SOCIAL MEDIA INFLUENCERS



Having a presence on social media is important for any cannabis brand.

On most social media channels, there are restrictions placed on cannabis companies when it comes to advertising and the type of content you are able to post on social media. We know and understand all of these restrictions. With our campaigns, we always post content and write copy that is allowed by those social media channels in order to avoid our accounts being banned.

Paid advertising is restricted on social media, but there are some exceptions to this rule. We have discovered ways to advertise depending on the product and brand.

In our 11 years of business, we have established personal relationships with thousands of influencers across North America and in various sectors: cannabis, sports, health and wellness, fitness, cooking, etc.



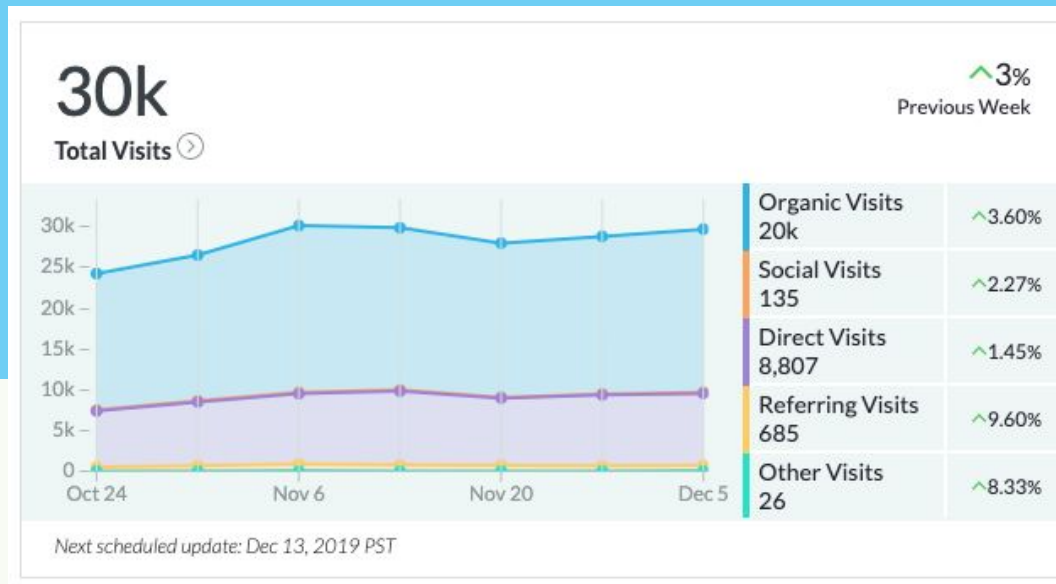
<input type="checkbox"/>	medical dispensary	Philadelphia, Pennsylvania, United States	no data <sup>i</sup>	#1	<a href="https://restoreiwc.com">restoreiwc.com</a>	
<input type="checkbox"/>	medical marijuana dispensary	Philadelphia, Pennsylvania, United States	no data <sup>i</sup>	#1	<a href="https://restoreiwc.com">restoreiwc.com</a>	
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<input type="checkbox"/>	philadelphia dispensary	National	201-500	#2	<a href="https://restoreiwc.com">restoreiwc.com</a>	
<input type="checkbox"/>	dispensary philly	National	no data <sup>i</sup>	#2	<a href="https://restoreiwc.com">restoreiwc.com</a>	

# SEO

SEO is a complex process that requires meticulous adherence to the details. It is a process that we have mastered through years of strategizing and testing.

We take the time to research your competitors, analyze the market, and prepare a strategy unique to your company. We have developed and executed on hundreds of SEO campaigns.

Being in a competitive industry, we take an approach to SEO that not only increases your rankings in Google but engages customers.





# PUBLIC RELATIONS

During our 11 years in business, we have established relationships with all major publications and journalists who cover the cannabis industry.

Our personal relationships allow us to pitch stories, interviews, and ideas to the journalists and outlets who cover them. PR is all about relationships, and we have them.



WRITER | ANDREA LARSON PHOTOS | COURTESY OF ICKY

## ICKY STICK

WHERE THERE'S AN ICKY YOU'LL FIND THAT STICKY

**EDITORS CHOICE**

**A**vailable in an assortment of colors and sizes, Icky Sticks can be personalized for your aesthetic and smoking needs. Whether you're looking for a personal one or wanting to share with your crew, there's an Icky stick to fit your smoking needs. I prefer the original, which holds enough flower for eight hits, give or take. Icky has employed what it calls a "State-of-the-Art Filtration System," into each stick, which pushes the smoke through a maze-like path for cooling before it reaches your lips. Smoke travels over one foot before being inhaled, proving that pocket-sized devices are becoming more user-friendly by the day.

**WEBSITE** ICKY.COM  
**INSTAGRAM** @KEEPISTICKY

	PRICE
ORIGINAL	\$39.99
STAINLESS	\$44.99
XL	\$49.99
SLIM	\$39.99

### FEATURES

- ✓ Housing is made from either aircraft-grade aluminum or stainless steel.
- ✓ Equipped with a multi-tool for cleaning or packing your bowl.
- ✓ A 32cm maze path cools and filters smoke before inhalation.
- ✓ Equipped with keychain/necklace holes for hands-free carrying.
- ✓ Icky Slim comes with a Rolling Filter. #nomoreroaches

50

DEFENDING OUR PLANT EVERYWHERE

MARIJUANA  
VENTURE

Marijuana  
Business  
Daily



dope  
MAGAZINE



HIGH TIMES



# PHOTOGRAPHY VIDEOGRAPHY

Our investment in high-quality camera equipment and our photography studio allows us to capture high-res photos and videos for use on websites, advertisements, and social media.





# EVENTS SPONSORSHIPS

We have done everything from grand opening events for stores, to music events with major artists and brands, to pop-up events for new product launches.

Beyond hosting and planning events, we are heavily involved with all of the major trade shows and have facilitated speaking engagements and unique sponsorship packages for our clients.





# ADVERTISING

Over the past 11 years, we have developed advertising campaigns ranging from thousands of dollars per year to millions of dollars per year. Every advertising campaign is different. Certain mediums i.e., billboards or banner ads are better suited for different brands and different objectives.

We have the capability to discern and recommend which advertising mediums are best for your company, as well as the copy and imagery for your advertising campaign. We understand how important it is to use advertising spend to achieve maximum results.

Our design team is adept and creative and will design and develop advertising campaigns for any medium.





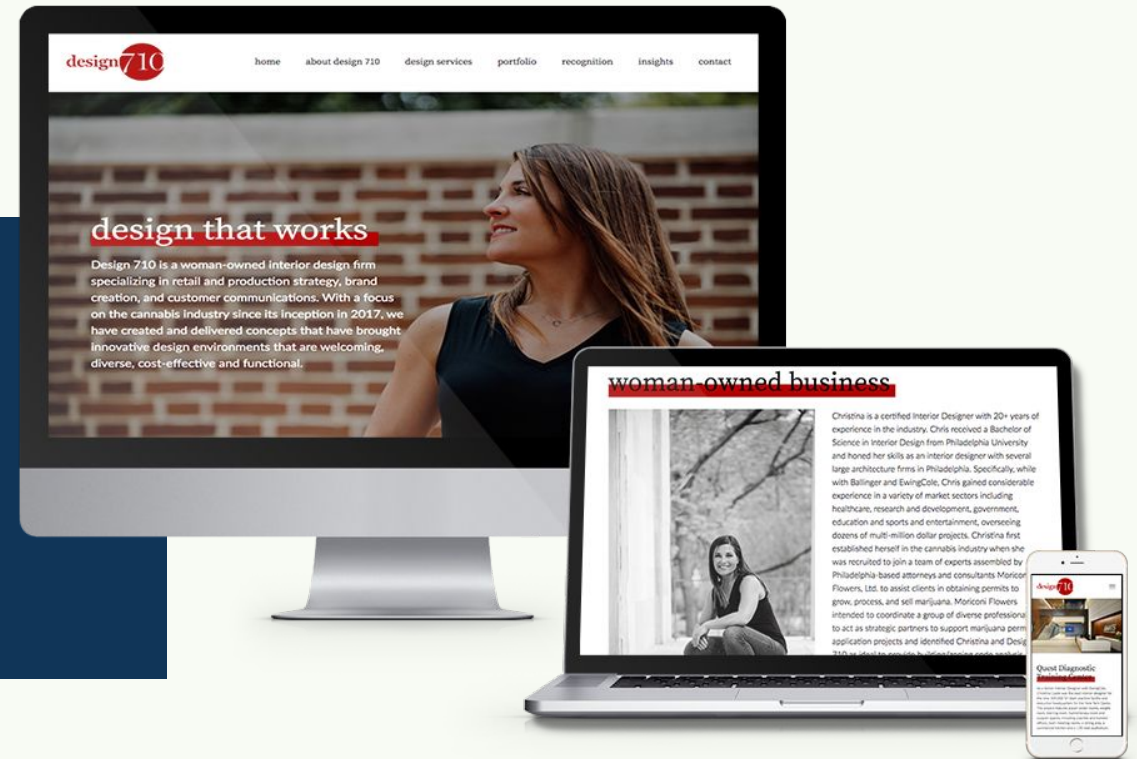
# DESIGN

Proper branding and design are even more important for cannabis companies as they face many restrictions on paid advertising.

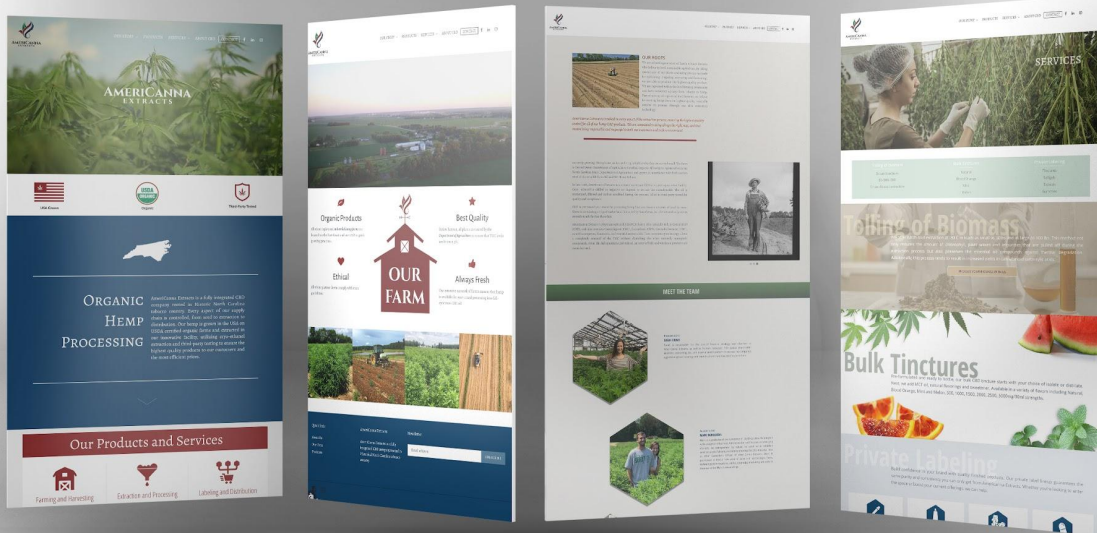
Our industry is new; thus, the majority of purchasing decisions made by consumers are based on how the packaging looks and how brands present themselves creatively through design.

We understand this, so we design brands that will be current today and will stand the test of time.

# WEB DESIGN



Our team of designers can achieve any look, feel, and desired effect for your website. From content development to imagery to the user experience, we customize every aspect of your site, so your company stands out and leaves a lasting impression. Your website is your brand story.





# BRANDING


Branding is who you are; it is your identity. It is what people see and feel when they hear about your company. Developing a great brand identity to align with your mission and what you are selling will make all the difference as you grow your company.

We will work with you to develop your brand colors, fonts, logo, imagery, packaging, messaging, and tagline. We will work with you from the concept and sketches stage through final designs and brand direction.



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N° 114

KYOSHIN

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# PACKAGING DESIGN PACKAGING PRODUCTION

We are in the beginning stages of the cannabis industry. There is a tremendous opportunity for companies and brands to establish themselves as the go-to brands. This all starts with packaging.

MOST of the time, when customers make their first purchase of a product, they choose the product they are buying based on how the packaging looks and feels.

Packaging isn't only about design, it's much more than that; it is the customer experience. It's how it feels in your hands, how it affects the customer's mood, and how it portrays your brand and your messaging. We understand all of this.

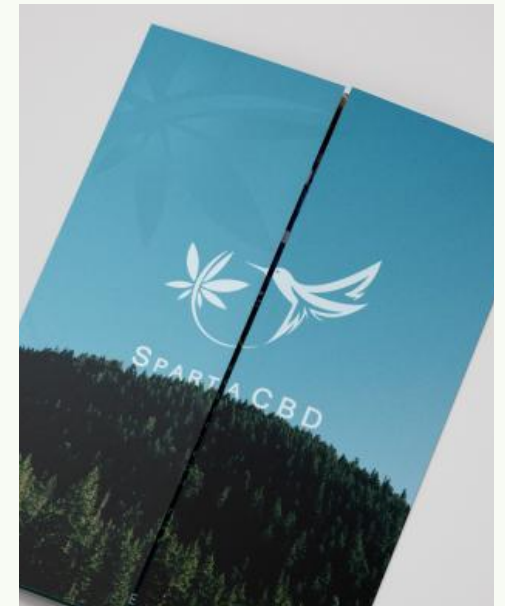
We have the capability to create any exciting custom design. We have relationships with many packaging production companies with whom we work to achieve the final look and feel of the packaging.



# PRINT MATERIALS

Print materials include brochures, business cards, flyers, mailers, banners, signs, window decals, etc.

We design and print using the MOST advanced types of printing like embossing, gloss fonts, UV fonts, hemp paper, etc. so that people actually want to read your print materials.







## IN-STORE DISPLAYS TRADE SHOW DISPLAYS

We have designed and developed trade show experiences ranging from 10x10 pop-ups to 40x20 walk-ins.



In-store displays can vary from simple point of purchase boxes to window displays, to entire in-store experiences. We have done it all, and we do it well.

# ANCILLARY SERVICES

Financial Forecasting  
Security Plans & Installations  
Interior Design  
Email Marketing  
Text Message Marketing  
Referral Programs  
Affiliate Programs  
Blogging  
Copywriting  
Podcasts  
Speaking Engagements  
Logistics



WHAT DO YOU  
MEME?™

Phyto  
FUSIONS  
*Powered by Stash Plant Science™*

KY SHIN  
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smpl

icky®

GEO  
GOOD EARTH ORGANICS

Bennabis  
Property & Casualty Insurance Co.  
A Purely Cannabis Insurer

New  
Spectrum  
CBD

Restore  
Dispensing Happiness

OASIS  
CANNABIS  
DISPENSARY

CANNABeSECURE  
The Cannabis Security Experts

AMERICANNA  
EXTRACTS

GS  
GREEN SPACE  
ACCOUNTING

LightlyTOASTED®

WoahStork

CANNABIS  
NewsHUB

CITYTREES

CBD PRODUCT LINK  
Unique products. Proven brands. White labeling.

design710

TFG

MEET OUR CLIENTS

# CONTACT US

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215.600.3563

[mostcg.com](http://mostcg.com)

[instagram.com/mostcg](https://www.instagram.com/mostcg)