



EIGHTH
REVOLUTION



ARCVIEW
CONSULTING

Cannabinoid MONTHLY PLAYBOOK

February 2023





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Dear Reader,

We want to thank you for your trust, and, most importantly, your time. With the endless number of resources at your disposal, we appreciate you leaning on us as your guide through the muddy waters of this industry's limitless news and intelligence.

In an industry that changes as aggressively as ours, we can't stress the importance of effective decision-making enough. Though the information in the report is never meant to dictate specific actions or guarantee certain outcomes, we hope that we're able to provide another voice in the room, one that illuminates, simplifies, and supports you.

If you find one area of information more helpful than others and want us to expand on the topic, please never hesitate to reach out. For any suggestions or questions, we can be reached directly at info@8threv.com

Welcome to the Revolution



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IN THIS ISSUE

February 2023

The analysis of the data reveals..

Kellen Finney, Eighth Revolution

The data analysis reveals that the pricing of hemp and cannabis products across the United States continues to exhibit a high degree of volatility on a month-over-month basis. It is imperative for operators and investors to closely monitor market trends and fluctuations in pricing, as these factors significantly impact regulations and the rate of adoption within the industry. As more states legalize cannabis, the industry faces a new set of challenges, as seen in New York. However, these challenges also present opportunities for companies and entrepreneurs to develop innovative solutions and shape the industry's future.

MSO Isn't the Enemy— Lawmakers Are

Bryan Fields, Eighth Revolution

Why does the cannabis industry have this starch “us vs. them” mentality? Let's clarify one main point: if you engage in illegal activities, it's wrong. This applies whether you operate in one state or two. It's ludicrous to instantly bucket companies that operate in multiple states as inherently wrong. Generalization is a problem, and that is the same here. If we were honest with ourselves, the lawmakers hired by their constituents to advocate on their behalf are the issue at hand. . Whether a large MSO or a single-state operator, everyone advocates for their self-interest. That's how the world works. The sad reality is that the ones who control the world are the same ones who keep banking illegal. Shouldn't we be mad at them?

“

***"Over \$250K Made in
First Day of
Connecticut
Recreational Cannabis
Sales"***

NBC Connecticut

“

The Loser in the NY Market Isn't MSOs—It's the Consumer

For better or worse, New York continues to operate "their way" while most can see the apparent problems, illegal storefronts, and the problems behind the scenes continuing to cause internal turmoil.

After speaking with Jesse Campoamor on our podcast, *The Dime* and listening to Allan and Kaelan on Rena's podcast, *Cannabis Investing*, I left with more questions than answers. (P.S. Subscribe to Rena's podcast. She's the best in the game.)

For example, *what is the goal of the adult-use market?*

If we polled everyone involved, *what is an adult-use market's #1 most important goal?*

Is it to give those harmed by the war on drugs a first-mover advantage?

Is it to create an on-ramp for legacy operators to the licensed market?

Is it to minimize the gray market, which is exploding across the city today?

Is it something else?

Or is it a combination of everything?

NY has taken a stark approach to be not necessarily anti-MSO, but let's be honest. Its current position of keeping MSO out will ultimately hurt the consumer. New York will have many problems, with a massive shortage of products over the next 12-18 months being a large one. Everyone agrees we will have a shortage, and yet we aren't taking steps to solve it.

Let's say, even for a short period, why not let them (MSO's) cover the supply shortage even for the near term? Does that support all the parties involved in the legal market?

New York wants to allow those harmed by the war on drugs to go first to have a first-mover advantage.

But by slowly rolling out the legal market with limited dispensaries, the gray market will continue to thrive, minimizing said advantage.

Why would your everyday consumer travel across the city to wait in line to pay for a "meh"-quality product at a way higher price rather than going into their local gray market store?

Here's the answer: Most Won't.

In addition to the shortage of supply, limiting licenses is an issue. Limited licenses are what angers everyone in other states. A fair, unbiased, and accurate scoring system to determine who wins and who doesn't is beyond me. Can this exist reasonably?

One aspect of NY that I have yet to see publicized is price gauging.

With limited vendors and limited supply and demand off the charts, will NY enforce pricing caps on the cost of products to protect the initial licenses? Shouldn't the cultivators be allowed to set the price of their product based on what the market can bear? Or are we interested in artificially dictating all aspects of the supply chain?

"But Bryan, look what's happening in Oklahoma."

The Loser in the NY Market Isn't MSOs—It's the Consumer

Oklahoma has tons of cannabis operators, which has quickly saturated the market, leading to the price plummeting. Sadly, this is a business, and participation trophies will not be given out. Operating in a highly regulated market with high start-up costs is an unfortunate reality. Starting a business in any industry has the potential for failure.

Stabilization will take time but limiting early participants and not allowing current operators to partake only hurts one party in the short term: the consumer. **If you want to keep MSOs out because you don't want them to control the market, do it in a way that the consumer doesn't suffer at the expense of such.**

Here are 3 easy ways to do this:

1. Disallow vertical.
2. Keep them from owning multiple dispensaries.
3. Open up licenses.

In the same attempt to help some, I am petrified that they have given them a false sense of reality.

Here's Jesse's quote which speaks to this:

"I think in the method of trying to protect some of the smaller guys, I think we might have inadvertently harmed them in the process. [-----....] One of them had to sell 49% of their license to get out, to be operational."

Operating in cannabis is extremely, extremely challenging. The current conditions will evolve as more stores open up, making these operating conditions more variable.

How you make prudent financial decisions with endless unknowns is beyond me.

How New York will determine fairly which 35 organizations deserve to go first seems nearly impossible to also avoid a massive lawsuit awaiting. New York is home to ~8.5 million people; it seems impossible that there will be no bias or self-selecting interest in being able to rank a wide range of individuals.

At the end of the day, the plan is nice in theory but littered with issues, and all of these are at the expense of the consumer.

The consumer should decide, just like the market should decide on pricing and stabilization of supply and demand.

If you have any questions or comments, I can be reached at Bryan.Fields@8threv.com



The Dime    Listen Now

A weekly podcast covering the entire [Cannabis Industry](#).

How Trulieve Became the Most Dominant Cannabis Company in the World ft. Kim Rivers

Scaling Trulieve in 6 years

We have moved from a ten-person, not-even-a-hundred-thousand-dollars company to a nine-billion-dollar company in a very short period of six years.

So, the talent and the requirements to balance folks that have experience within your organization with the need for continuous upgrading of talent [is] hard, but it's necessary. I would say I underestimated the need to really understand that and the pace at which [...]the positions [...] can outgrow folks relatively quickly.

What you do today and where we are six months from now can be two completely different places.

Cannabis 2.0 with a Customer Focus

We start and end our thinking with the customer. Everything that we talk about [...] begins with "What's that customer experience? How is this customer going to engage with us here?"

[It's] that customer journey and [gaining] an understanding of who our customers[are] and meeting them where they're at. And cannabis 2.0, for us, is building on and really leaning into the technology and the database that we've built.

Differences in Cannabis Markets, State by State

Georgia's a startup market. It's super entrepreneurial there, right? We're starting from zero, and so, we have to build that market and need that type of spirit within that market to be able to be competitive.



Kim Rivers, CEO of Trulieve

That's happening at the same time that Florida's happening. These other markets, [like] Pennsylvania and Connecticut, [are] about to go adult-use. [...]Each of these markets is [in] very different growth stages, so having the right team that can appropriately be deployed and understands what it takes in that market at this time is really challenging but also exciting.

*** The following transcript is AI-generated and some words have been removed for spacing. Please listen to the episode for full context.





The Dime

   Listen Now

A weekly podcast covering the entire [Cannabis Industry](#).

Chad Bronstein: The Mastermind Behind Tyson 2.0 & Fyllo

Recognizing previous celebrity brands struggling in cannabis

I built trust with Mike, his wife, Kiki, and Azim. That's the team. I showed them how it could be successful. [...]As we've seen in many celebrity brands in this space, they don't do well, and I think [...] we've proven the model, which the model is [...] you've got to have a national scale. [...]The biggest problem in this space is [...] cultivation [of the] product, right? You can't scale in this industry unless you have a national scale. So, they saw the roadmap. We went with Jesse, and then we signed a partnership with Jesse, and that was our first in Columbia Care, our first partnership in the space to launch the company.

'Holy Ear' Viral Marketing with Mike Tyson and Evander Holyfield

We knew when Evander was involved that it would go viral. [...] We always wanted Evander involved. We were never in business to take advantage of a situation. Evander and Mike are friends.

People don't understand that. They think they are still enemies from this event.

For us, having Evander be a part of 'Holy Ears' and part of our organization was always something we wanted and always envisioned.

Why Retail-Connected Media is the Future

It's an interactive experience. Bryan walks into the dispensary. "What product should I get?" The fact that if there are not a lot of budtenders in the store, you'd be able to use [and] build this interactive experience to make it the most efficient process for a consumer to walk in and understand what they're buying and then also [be] able to purchase.



Chad Bronstein, Fyllo Founder

Brands need the opportunity to really advertise the right way. This is more of a way we're catching a consumer in the actual mindset of cannabis. So, we look at it as the conversation in both mainstream and in cannabis is all about retail-connected media.

We believe it's the beginning phase of that, and we're playing on both sides—cannabis and the mainstream world—with this retail-connected platform.



*** The following transcript is AI-generated and some words have been removed for spacing. Please listen to the episode for full context.

Jurisdiction Roundup

Powered By 

The Fyllo Regulatory Database creates unparalleled visibility at every level of government with access to more than 800,000+ files and entries addressing regulations across the United States. Today's leading MSOs, SSOs and law firms rely on Fyllo to accelerate research, track licensing opportunities and make better decisions. To learn more or schedule a demo, please visit hellofyllo.com.



Hawaii

Representative Jeanne Kapela announced upcoming cannabis legislation addressing concerns that include criminal justice reform, as the state continues its path to legalizing recreational cannabis on the island. In its final report, the Hawaii Department of Health's Dual Use of Cannabis Task Force asserts the importance of legislation in support of a social equity program, that promotes destigmatizing cannabis. Kapela's proposed bill will center around criminal justice reform in cannabis and is expected to be introduced during the 2023 legislative session.



Texas

Texas Department of Public Safety announces that the application period for new dispensing organization applicants is open until April 28, 2023. The state's Compassion Use Program has issued three state licenses of which two are currently operating dispensaries in Austin and Schulenberg.



Minnesota

The future for Democratic Representative Zack Stephenson's proposal to legalize adult-use cannabis looks bright following the Minnesota House Commerce Finance and Policy Committee's approval of the bill. The proposed legislation calls for the legalization of adult-use cannabis and the expungement of low-level cannabis convictions. The bill must advance through the remaining House and Senate committees prior to reaching the floor for the ultimate decision.

INTERNATIONAL UPDATE

Colombia

Khiron wins first medical cannabis contract with Colombia's largest public insurance company.

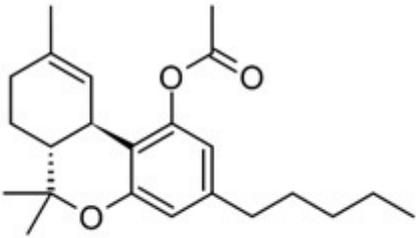
Germany

Cannabis legal in Germany in 2023?
Potential requirements for production, distribution and trade

Thailand

Berner's Cookies Cannabis Brand Goes To Thailand, He And Buddhist Monks Will Attend Launch

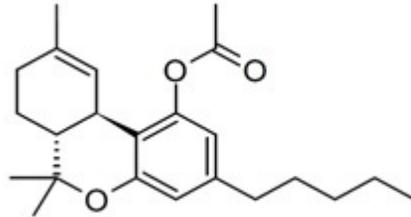
Minor Cannabinoid Wholesale Pricing



Industry Name: THC-OAcetate

CAS Number: 23132-17-4

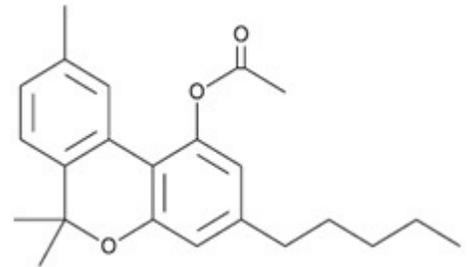
IUPAC: (6aR,10aR)-6,6,9-trimethyl-3-pentyl-6a,7,8,10a-tetrahydro-6H-benzo[c]chromen-1-yl acetate



Industry Name: HHC Acetate

CAS Number: 6692-85-9 (racemic)

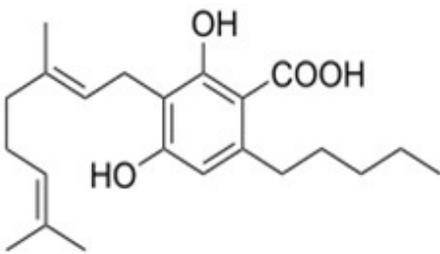
946512-74-9 (6aR,10aR)
IUPAC: (6aR,10aR)-6,6,9-trimethyl-3-pentyl-6a,7,8,9,10,10a-hexahydrobenzo[c]chromen-1-ol



Industry Name: CBN-O Acetate

CAS Number: 51895-51-3

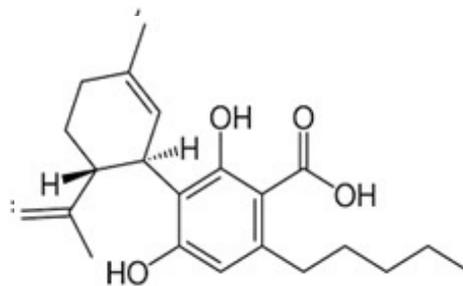
IUPAC: 6,6,9-trimethyl-3-pentyl-6H-dibenzo[b,d]pyran-1-ol, 1-acetate



Industry Name: CBGA

CAS Number: 25555-57-1

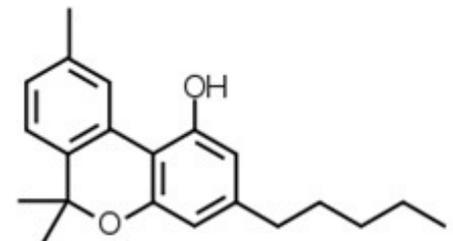
IUPAC: 3-[(2E)-3,7-Dimethylocta-2,6-dien-1-yl]-2,4-dihydroxy-6-pentylbenzoic acid



Industry Name: CBDA

CAS Number: 1244-58-2

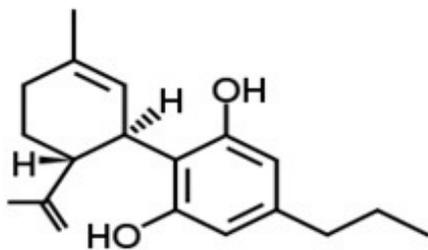
IUPAC: 2,4-dihydroxy-3-[(1R,6R)-3-methyl-6-(1-methylethenyl)-2-cyclohexen-1-yl]-6-pentyl-benzoic acid



Industry Name: CBN

CAS Number: 521-35-7

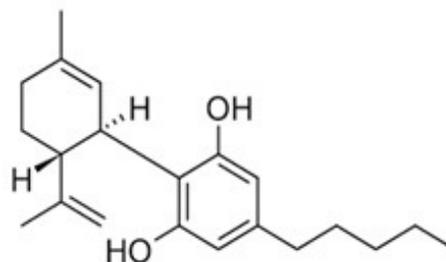
IUPAC: 6,6,9-trimethyl-3-pentyl-6H-dibenzo[b,d]pyran-1-ol



Industry Name: CBDV

CAS Number: 24274-48-4

IUPAC: 2-[(1R,6R)-3-methyl-6-(1-methylethenyl)-2-cyclohexen-1-yl]-5-propyl-1,3-benzenediol

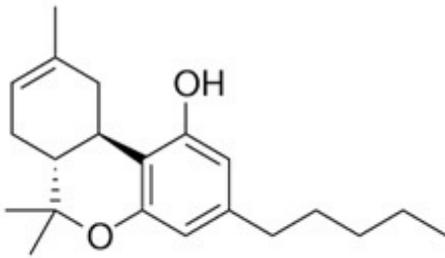


Industry Name: CBD

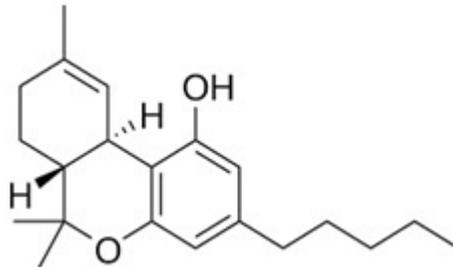
CAS Number: 13956-29-1

IUPAC: 2-[(1R)-3-methyl-6R-(1-methylethenyl)-2-cyclohexen-1-yl]-5-pentyl-1,3-benzenediol

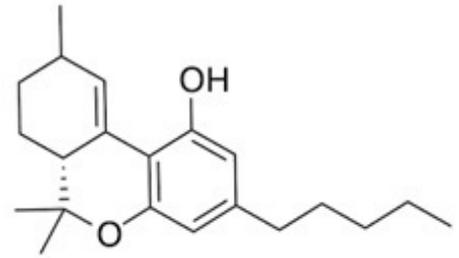
Minor Cannabinoid Wholesale Pricing



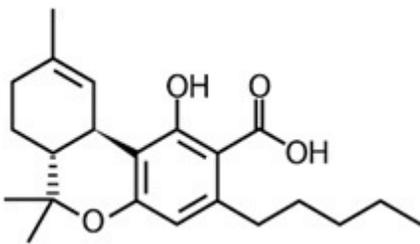
Industry Name: Δ8-THC
CAS Number: 5957-75-5
IUPAC: 6aR,7,10,10aR-tetrahydro-6,6,9-trimethyl-3-pentyl-6H-dibenzo[b,d]pyran-1-ol



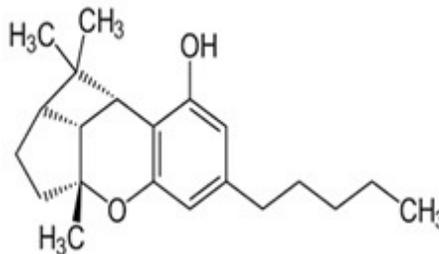
Industry Name: Δ9-THC
CAS Number: 1972-08-3
IUPAC: 6aR,7,8,10aR-tetrahydro-6,6,9-trimethyl-3-pentyl-6H-dibenzo[b,d]pyran-1-ol



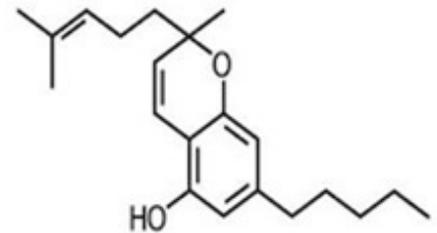
Industry Name: Δ10-THC
CAS Number: (6aR, 9S) 95588-87-7
IUPAC: (6aR-trans)-6a,7,8,9-tetrahydro-6,6,9-trimethyl-3-pentyl-6H-dibenzo[b,d]pyran-1-ol



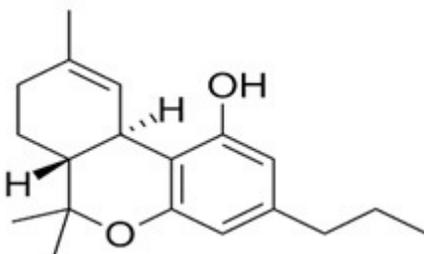
Industry Name: THCA
CAS Number: 23978-85-0
IUPAC: 6aR,7,8,10aR-tetrahydro-1-hydroxy-6,6,9-trimethyl-3-pentyl-6H-dibenzo[b,d]pyran-2-carboxylic acid



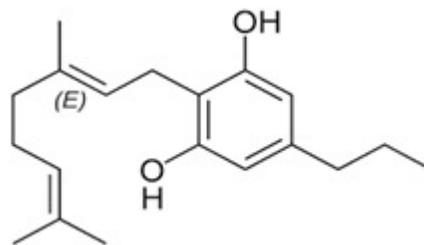
Industry Name: CBL
CAS Number: 21366-63-2
IUPAC: (1aS,1a1R,3aR,8bR)-1,1,3a-trimethyl-6-pentyl-1a,1a1,2,3,3a,8b-hexahydro-1H-4-oxabenzof[f]cyclobuta[cd]inden-8-ol



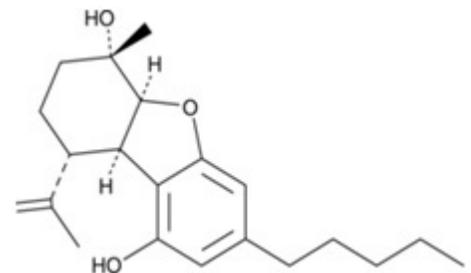
Industry Name: CBC
CAS Number: 20675-51-8
IUPAC: 2-methyl-2-(4-methyl-3-penten-1-yl)-7-pentyl-2H-1-benzopyran-5-ol



Industry Name: THCV
CAS Number: 31262-37-0
IUPAC: 6aR,7,8,10aR-tetrahydro-6,6,9-trimethyl-3-propyl-6H-dibenzo[b,d]pyran-1-ol

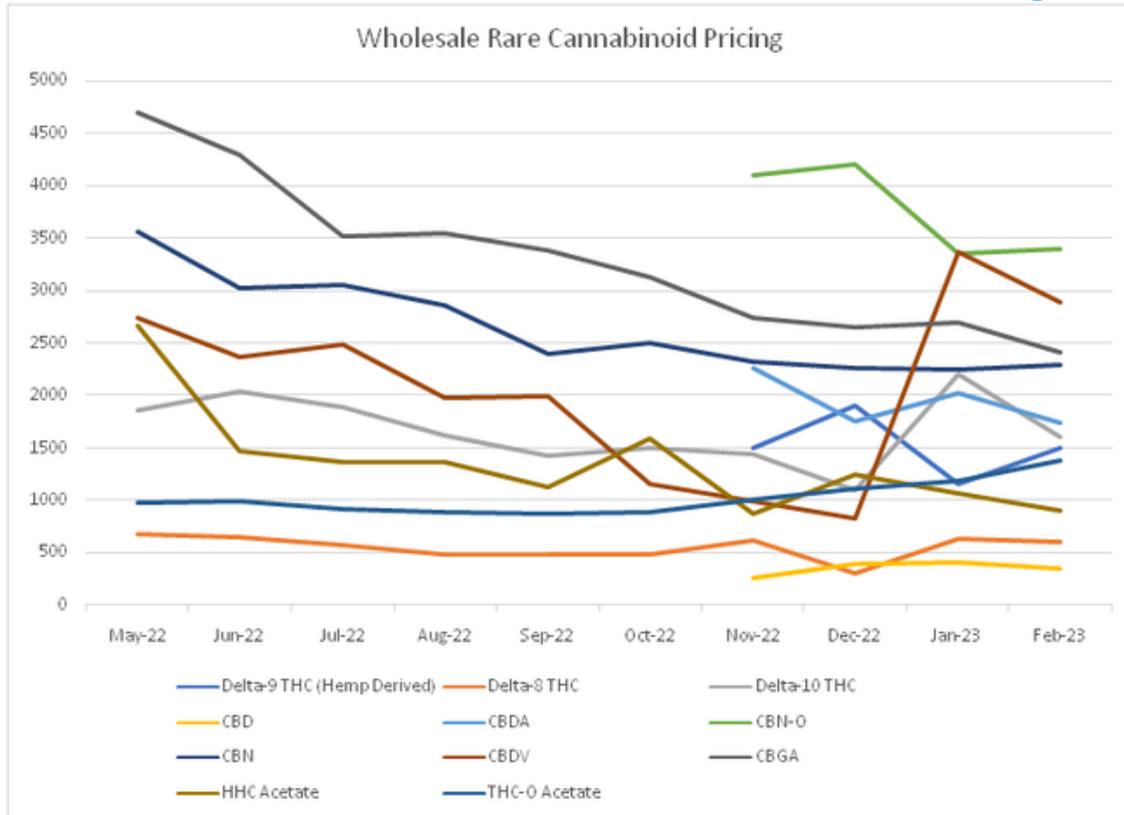


Industry Name: CBGV
CAS Number: 558224-11-8
IUPAC: 2-[(2E)-3,7-dimethyl-2,6-octadien-1-yl]-5-propyl-1,3-benzenediol



Industry Name: CBE
CAS Number: 52025-76-0
IUPAC: (5aS,6S,9R,9aR)-5a,6,7,8,9,9a-hexahydro-6-methyl-9-(1-methylethenyl)-3-pentyl-1,6-dibenzofurandiol

Minor Cannabinoid Wholesale Pricing



The prices of these products appear to be fluctuating. Delta-9 THC distillate had the most significant month-over-month change, with a 30% increase in price from January to February. Delta-8 THC distillate and Delta-10 distillate saw price decreases, with 4% and 27% decreases, respectively. CBD isolate also saw a price decrease, with a 14% decrease from January to February. In addition to the general fluctuation of prices across all products, some additional trends can be observed in the data. For example, Delta-10 THC distillate saw a steady decrease in price month over month (January through February), with a particularly large decrease of 27%. CBDV distillate also saw a decline in price over this time, with a 14% decrease over the same period.

On the other hand, some products, such as Delta-9 THC distillate, saw a 30% increase in price per kilogram. CBN isolate also saw a slight increase in price per kilogram over the same period, with a 2% increase. Prices for these products can fluctuate significantly from month to month, and investors should pay close attention to market trends and fluctuations in the prices of these products. Additionally, it is essential to consider that hemp and CBD markets are still in a regulatory grey zone, and changes in laws or regulations by the FDA can significantly impact the market.

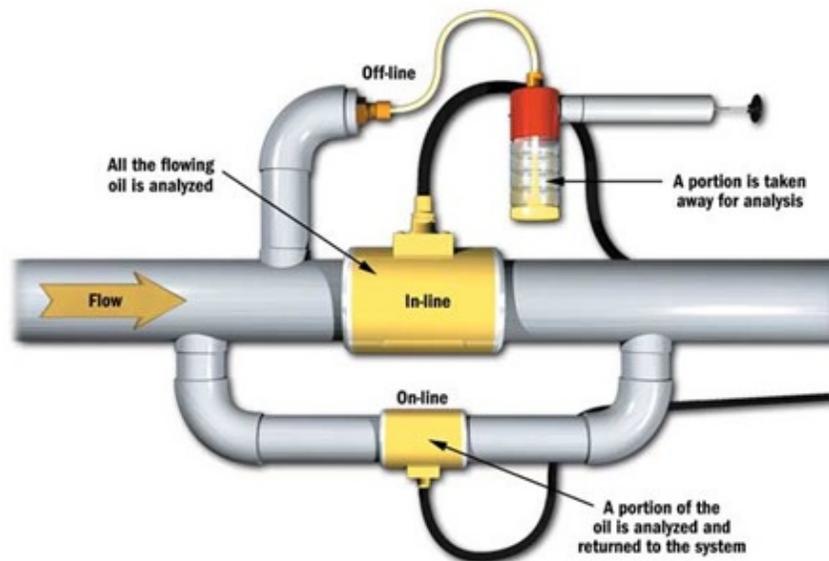
*Disclaimer: Some of the text from this analysis was generated with an AI system.

Systematic Approach to the Smart Factory

In recent months, our organization has been actively engaged in discussions about implementing systematic approaches for creating a smart factory within the cannabis industry. We outlined a comprehensive plan with the necessary steps organizations could take to convert their facilities into state-of-the-art smart factories. We also identified key areas where smart sensors could be implemented to achieve automation in previous months.

Moving forward, we plan to dive deeper into specific case studies where this technology is already utilized to optimize the manufacturing process, improve yields, reduce waste, and ensure safety and product consistency. These benefits have already been realized in industries such as food and beverage, pharmaceuticals, and chemical production, where smart factories have become the norm.

One of the key technologies we will be focusing on is the use of optics to measure cannabinoids. Several handheld optic-based sensors available on the market allow individuals to test the potency of their cannabis flower. These products include the Purpl Pro, Orange Photonic's Light Lab, and GemmaCert. These sensors utilize light from the electromagnetic spectrum to measure absorbance or reflection and then correlate those readings to HPLC data, providing a predictive measurement for cannabinoid concentrations.



A group has currently built a system capable of determining when THCA is no longer present in line during the hydrocarbon extraction process. This system works by measuring THCA concentration with light every 10 seconds inline during the extraction process. When THCA is no longer at desirable levels in the solvent, the operator knows the biomass no longer contains the target chemical for extraction. This type of smart sensor is the first generation explicitly designed for the cannabis industry and will become a foundational aspect as organizations look to automate their manufacturing process. To further illustrate this technology's practical application, we will provide a brief case study on the use of these sensors to determine the endpoint for extraction systems

Five Reasons to Be Positive About Cannabis in 2023

By Marc Brandl

It's looking gloomy out the in the world of cannabis at the moment. If you work in any industry section, dark clouds aren't on the horizon; they are directly overhead. Companies are announcing layoffs or going out of business on a weekly basis. Plant-touching companies are in the middle of a lousy-tasting sandwich. On one side, they're facing high taxes, higher labor costs, and significant regulatory hurdles. On the other, they're facing nimble-footed gray market competitors often offering high-quality products at massive price discounts to consumers. Police are wary of getting involved with more pressing concerns and negative PR associated with raids on largely peaceful, if illegal, dispensaries.



DNBC
@DnbcLive



Having now visited the first legal dispensary in NYC, can confirm it's not great. Selection was awful, out of edibles, debit card machine busted and prices are mind blowing. \$100 1g cartridges 😞 1/8ths \$60-65 after taxes. That said, it'll be much better in a few months. [\\$msos](#)

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Tweet your reply

Reply



DNBC @DnbcLive · 11h
Replying to @DnbcLive



For context, 'grey market' Empire Cannabis, sells 1g cartridges for \$60-65, and they're \$40 from 'my guy'

Five Reasons to Be Positive About Cannabis in 2023

By Marc Brandl

Oversupply and price compression are significant crises for cultivators across the US. The wider macroeconomic environment going forward doesn't look much better, with the recession being the consensus opinion.

More bad news can be expected in 2023. However, the legal cannabis industry is here to stay. There are natural and tangible reasons for optimism in 2023 and beyond. Here are just five.

1. Decline in arrests and more pardons

A slew of mass pardons should put a smile on everybody's face. Gov. Ned Lamont's clearing of almost 43,000 records of past marijuana convictions in Connecticut is the most recent. Expect more of this going forward.

A recent study by the American Medical Association found states that legalized adult-use cannabis saw a 40-76% reduction in cannabis arrests – a major success for criminal justice reform.

2. Re-scheduling

The Biden administration called for an expedited review of cannabis scheduling from the FDA and other agencies in 2022. We could see cannabis removed from Schedule One and placed in Schedule Three or lower or de-scheduled altogether. This would have massive positive implications for the future of the cannabis industry and the prospects for comprehensive cannabis reform at the federal level. Fingers crossed for de-scheduling.

3. More states liberalizing

2023 should see new states across the US move to legalize cannabis for adults. Minnesota's state legislature has already advanced cannabis legislation, and major pushes for reform are being undertaken in Pennsylvania, Ohio, Hawaii, and elsewhere. Oklahoma voters will get to vote on cannabis legalization in March.

4. New state markets

New markets continue to come online and mature. Montana posted healthy sales in its first year. Missouri's adult rec market will be online shortly. New York's glacial opening should speed up in the second half of 2023, and don't forget about Maryland and Connecticut sales coming online this year.

5. 280E relief

Last but certainly not least is 280E relief. We've seen it expand as a popular policy at the state level providing welcome relief to highly taxed cannabis businesses. Its annulment at the federal level would boost net revenue by 30% or more. If cannabis is re-scheduled to Schedule 3 or de-scheduled this year, entirely 280E would disappear.

Bonus Optimism: Getting to watch New Jersey, New York, and Connecticut brag about who has the best cannabis industry on Twitter.

Five Reasons to Be Positive About Cannabis in 2023

By Marc Brandl



NYS Office of Cannabis Management 
@nys_cannabis

...

Good things take time. You know, equity and impact, over quantity and corporate profits.

We're going to make sure New York does this rollout the right way with a market centered on social and economic equity.

 **New Jersey Cannabis Regulatory Commission**  @NewJerseyCRC · 44m

Aww...on our first day we did 12, but congrats on this one, it's cute!
Congratulations, NYC!

New York opens its first legal recreational marijuana dispensary
[npr.org/2022/12/30/114...](https://www.npr.org/2022/12/30/114...)

Via Twitter.

SECTOR ANALYSIS*

INDICES	3 MONTH%	6 MONTH %
S&P 500	12.63%	18.36%
DOW JONES	11.23%	7.38%
NASDAQ	1.47%	-8.56%
 GLOBAL CANNABIS	-10.88%	-32.09%
AMERICAN CANNABIS	-28.38%	-35.80%



According to Barron, Cannabis Stocks Are Depressed. Hold Them, Analyst Says.

*This text expresses the sole opinion of the writer. The thoughts expressed are independently formed and the writer is not compensated by any third party.

SECTOR	3 MONTH	6 MONTH
HEALTHCARE	10.78%	24.43%
TECHNOLOGY SECTOR	15.31%	1.67%
INDUSTRIALS	21.65%	18.53%
FINANCIALS	18.54%	16.13%
CONSUMER CYCLICAL	11.36%	4.62%
CONSUMER NON-CYCLICAL	14.89%	8.75%
BASIC	31.82%	27.54%
ENERGY	3.11%	29.32%
UTILITIES	15.81%	4.50%
 ALTERNATIVE HARVEST ETF (MJ)	-9.09%	-27.79%
MULTI-STATE OPERATORS (MSOS)	-32.82%	-45.96%

*Information retrieved from NCV and E*trade.

Cannabis Predictions 2023

****Warning:** These are hot takes. These are ideas and opinions, hence the word “predictions.”

1. Cannabis Therapeutic Research will headline 2023 with one MASSIVE BREAKTHROUGH.
 - The Cannabis Research Bill will help lead to advanced opportunities, research, and potential use cases. Hooray for science!
2. Sensors and automation will be a MAJOR asset for Internal Operational Efficiencies.
 - The days of growth at all costs are gone. Welcome to the constant headlines of sensors, automation, and calculated return on investment. Sensors measure cannabinoids in real-time in the cannabis industry. Expect many more use cases quickly.
3. The South will headline the next wave in cannabis.
 - Maryland (*I agree it's not 'the South,' but Google says it is*), Virginia, Florida, Georgia, Louisiana, Alabama, and Texas—yes, Texas—will all make cannabis noise this year. One industry leader expects the South to be the biggest region of them all.
4. Texas will follow Minnesota with a hemp-derived ruling.
 - Texas surprises everyone and skips expanding the medical market. Texas government passes an executive measure where non-marijuana-derived cannabinoids can be sold as long as they are below the 0.3% threshold. When they remove smoking flowers as a medicine—and marijuana, in general—conservatives are more likely to accept it.
5. A lawsuit against the federal government will be announced.
 - With Safe Banking dead, MSO will form a super PAC and sue the federal government to remove 280E.
6. Chapter 11 will hit at least ONE Publicly Traded Company.
 - While previously they haven't been able to, given the size of these companies, they will adjust to the ruling to allow this. This will give way to the next issue.

Cannabis Predictions 2023

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7. Safe Banking will NOT happen in 2023, as removing 280E will be the new frontline "conversation."

8. Unfortunately, at the end of 2023, people will still be incarcerated for cannabis.

- Fix this, please.

9. Cannabis gets RESCHEDULED as Schedule 3.

- Schedule 3 has different quota limitations, opening research up further without trying to change any laws.

10. Maxing THC is a thing of the past.

- As we learn more, consumers recognize that there are better products for themselves than focusing solely on high THC percentages. Products quickly shift toward other plant characteristics.

11. Rarer cannabinoids and terpenes take the main stage.

- These characteristics are driven by the above and lead to more consistent reporting, research, and consumer adoption.

12. THC synthetically created from CBD becomes the main ingredient for all form factors besides flower in the recreational cannabis market.

- Minnesota already allows hemp-derived Delta-9 to be sold in the traditional markets if it is below the 0.3% threshold. Michigan, Washington, Oregon, Colorado, and several other states allow recreational cannabis companies to incorporate other cannabinoids, such as CBD and CBG, from the hemp industry into finished goods and products sold at recreational dispensaries. Due to hemp's federal legality, small farmers can cultivate the plant on a significantly larger scale than even the largest licensed cannabis cultivation operation. The agricultural industry is a game that is best won with scale, and hemp will be able to manufacture THC derivatives from CBD at a fraction of the cost at which cannabis operators can manufacture it.

HOT IN THE NEWS

February 2023

- Federal Agency Urges States To Mandate Marijuana-Impaired Driving Warning Labels As National Prohibition Blocks Broader Action**
- Berner's Cookies Cannabis Brand Goes To Thailand, He And Buddhist Monks Will Attend Launch**
- Tennessee bill calls for marijuana legalization in 'Free All Cannabis for Tennesseans Act'**
- Cannabis-Related Emergency Department Visits among Older Adults on the Rise**
- When could marijuana sales become legal in Virginia?**
- This Harlem entrepreneur says marginalized New Yorkers will benefit from the new legal cannabis industry.**
- Could an Oregon lawsuit legalize interstate marijuana commerce before Congress?**
- Connecticut adult-use marijuana sales set to start with big opportunities, few operators**



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