

Let Us Introduce Ourselves

WE ARE: ECQUINABIS –*Economic Equity in Cannabis*¹– an entrepreneurial diversity compliance and coaching consulting firm for the cannabis² industry. Our work is dedicated to creating platforms for sustainable economic equity for minority communities and women within this emerging industry. We work with all stakeholders: individuals, businesses, regulatory bodies or community organizations to educate and execute workable inclusion initiatives to increase participation by People of Color (POC) and women in the plant-touching and ancillary cannabis industry.

THE WORK: We established a consumer brand to foster collective growth and self-sufficiency. We provide full-spectrum economic equity DEI (E) compliance consulting and coaching. We strive to build an accessible DEI (E) tool for the US cannabis industry. We will support a venture fund, from a share of profits, to finance POC and women cannabis entrepreneurs.

OUR CONSULTING OFFERINGS:

ECONOMIC EQUITY DEI (E) COMPLIANCE	STATE LICENSES – <i>Medical, Recreational, Hemp</i>	BUSINESS & EMPLOYMENT MATTERS
<ul style="list-style-type: none"> -Program requirements, implementation & reporting -Health checks, risk assessment, coaching and best practices -Marketing, communication and outreach strategies & tools 	<ul style="list-style-type: none"> -Application consultations, reviews, coaching, completion and oversight -Federal, state & local legal and regulatory mapping processes -Inclusive stakeholder building and community engagement strategies 	<ul style="list-style-type: none"> -Corporate formations, restructuring and growth -Staff hiring, training, coaching & retention and organizational growth -Brand development & marketing strategies

Relevant Questions:

- Do we need assistance with diversifying our talent, partners or suppliers?
- What are optimal tools regulatory bodies should use to address economic equity diversity compliance of license holders?
- Diversity is here – what is our company’s game plan for growing with this reality?
- How can external stakeholders, such as community organizations or individuals, impact diversity compliance in this emerging industry?
- Is assistance needed with a cannabis -medical, recreation or hemp- license application?

¹ Includes Hemp

² Includes hemp

OUR VENTURE OFFERINGS:

BRING TO MARKET	THE “FAMILY BUSINESS” MODEL	ENTREPRENEURIAL FUND
-Branded products introduced directly to consumers -Collaborative engagements with skilled artisan and/or innovative entrepreneurs	-An established business structure and model -Business passage forward initiatives for scale and legacy	-10% of venture profits to establish and grow a trust for POC – women cannabis entrepreneurs -Buy-out & Buy-in incentives to increase ownership pool

OUR TEAM: Professional, Out-of-the-Box, Catalysts – Challengers of the Status Quo. We are all innovative entrepreneurs, with over 100 years of collective legal, compliance, business, human resources, design and marketing expertise in Fortune 20 enterprises, private and public companies, professional organizations and government, across diverse industries. We are committed forces to help your business succeed. We have a passion for what we do and look forward to supporting your contribution to the cannabis industry evolution.

OUR FOUNDERS:

Peggy Brug, Chief Executive Officer - Peggy’s experience includes work as a Compliance Officer for a Fortune 20 global company, litigator in plaintiff and defense law firms, legislative director for an elected government commission, advocate and trainer for national non-profit corporations, and business development work around the globe. Her international background and more than 25 years of broad legal experience aids clients in implementing business initiatives, structuring policies to aid profitability and ensure quality metrics for automation. Peggy utilizes value-based drivers to ensure compliance throughout the formation and growth processes, applies strict budget and operational standards for transactional matters, and marshals’ innovative functional partnerships to achieve client’s objectives. Most recently, Peggy was appointed to the Town of Westfield Cannabis Commission. Peggy is a graduate of Douglass College-Rutgers University and Georgetown University Law Center.

Rosalyn Charles, Chief Legal Officer - An attorney with over 25 years of experience, Ros served as an Assistant Essex County Prosecutor, directing its narcotic unit and supervising its cold case homicide division. She is also a former Municipal Court Judge and manages a small law firm. Ros shares her expertise on television and new media. She can be seen on various episodes of TV One’s “Fatal Attraction” & “For My Man” where she narrates and provides legal commentary for the popular docu-dramas. A lifelong resident of New Jersey, Ros is a “Jersey Girl” at heart, loving the shore, realizes the best way to see NYC is from the Jersey side of the Hudson and the best way to travel to NYC is by train. In her free time, she enjoys golf, anything music, dining out and travel. You may also spot her as a model or actor in some commercial projects.

Ros is a member of the New Jersey State Bar Association Cannabis Law Committee and the Garden State Bar Association. She is chairperson of the Board at BUF Health & Human Services and a member of the Board of Trustees at the Essex County Urban League. Rosalyn is a graduate of Spelman College and Seton Hall Law School.

Allyson Panton, Chief Brand & Marketing Officer - An innovator with a passion for the process of designing, engagement through art and launching new business, Allyson is a designer and creative entrepreneur. Allyson loves the magic of creating something from nothing - whether staring at a blank Photoshop Artboard, attracting new customers through thought-provoking content, establishing a new interface for a web platform, or strategizing a fresh marketing campaign - it all starts with imagination and curiosity. Her experience includes rebranding and developing a new ecommerce site for an Amsterdam, the Netherlands based luxury handbag company, content developer across multiple platforms for social justice non-profits organizations and brand development, marketing and social media campaigns for a variety of small-medium businesses. Allyson is a graduate of Sarah Lawrence College.

Wilma Brockington-Parker, Chief People Officer - Wilma is an award-winning Human Resources Leader and Certified Professional Coach with extensive experience in training/development, program management and employee communications across various industries. Wilma's superior abilities in process improvement, and employee coaching and engagement resulted in increased ROI for her clients. Her expertise in organizational development activities and change management for operational efficiency is creative and personalized. In addition, Wilma's experience in employee relations, motivation, facilitation and talent management supports her innovative approach to working with teams, mentoring, performance management and leadership development. Wilma is a graduate of Towson University, BS; University of Maryland Global Campus, MBA; and The University of Texas at Dallas, Graduate Certificate Executive & Professional Coaching.

WE LOOK FORWARD TO MEETING YOU: In a rapidly emerging industry that is faced with a myriad of challenges and complexities, the Ecquinabis team will provide expert and personalized services. Though we talk to everyone, we do not work with everyone. We want each and every one of our client relationships to be special, unique, and the right fit. If you think we'd be a great match, don't hesitate to reach out. We'd love to hear from you. We are ready to listen, partner and take action!!

CERTIFICATION: NJ MWSBE Certified Company

INDUSTRY MEMBERSHIP: New Jersey Cannabis Business Association
Minority Cannabis Business Association
National Cannabis Industry Association
Minorities 4 Medical Marijuana

LOCATION: West Orange, New Jersey

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