



## **Cannabis Investment Landscape**

2021 will be a major turning point for the cannabis industry. For political, economical and social reasons cannabis is ripe for continued massive growth, presenting unique arbitrage opportunities ([7 Reasons Why Now is the Time to Invest in Cannabis](#)). The cannabis wave began on the west coast in 2012 and has now swept through the midwest and east coast. Given states decimated budgets, cannabis legalization is the most viable solution to generate meaningful tax revenue.

## **About The Panther Group**

The Panther Group (“Panther”) helps growth stage cannabis companies create and monetize enterprise value through its unique combination of capital, advisory services and digital marketing / lead gen solutions.

Panther’s competitive advantage is its “Panther Ecosystem” consisting of a) 35+ leading companies, b) hundreds (and growing) of strategic relationships and c) access to proprietary industry knowledge and solutions. The Panther Ecosystem, the culmination of 7 years of investing, operating, and networking, is a major reason Panther is highly sought after as a capital partner. Panther is ideally positioned to monetize short and long term revenue streams across a variety of business lines, including capital/investment, advisory services (strategic, financial, capital, transactional / M&A). and growth solutions (digital marketing / lead gen)

## **Panther Business Lines**

### **Capital / Investment**

- Panther and its principals began evaluating investments in 2014, launching its first fund in 2015 investing ~ \$2 million in 12 ancillary companies.
- As of December 2020, Panther Opportunity Fund (vintage 2017) (“POF”) had raised \$8 million and invested in 16 companies, including 12 ancillary and 4 plant touching investments.
  - POF’s investment thesis requires 90% of capital be deployed into companies with a) \$1 million+ revenue run rate, b) a distinct competitive advantage, c) strong management team with preference toward prior exit experience and d) clear exit path within 4-7 years.
- In total, the Panther team has [35 companies](#) in its portfolio covering investments across all major cannabis sectors.
- Panther has participated in capital transactions totaling more than \$100 million.

- Panther's current AUM is approximately \$12 million (including SPVs and personal investments).

### **Advisory Services**

- Panther management serves as a board director or observer in more than half of Panther portfolio companies.
- Panther leverages its deep network of relationships to assist portfolio companies and clients in strategic, corporate and business development arenas..
- Panther provides a host of vetted [experts](#) to assist with capital advisory, strategic advisory, corporate development, M&A, and financial advisory services to small to medium sized companies (revenues of \$1 million to \$20 million).
- Panther, along with its group of vetted experts, also consult on digital marketing, recruiting, finance, operations, data strategy and other specialized services.

### **Growth Solutions (Digital marketing / Lead Gen)**

- [The Panther Agency \(TPA\)](#) was created in 2020 to leverage our team's ad-tech experience of 15+ years to help scale cannabis businesses using data driven targeting.
- TPA provides clients with cutting-edge ad-tech solutions and data driven targeting to efficiently target prospects across many media channels.
- TPA also provides various marketing and lead gen solutions for B to B focused companies. See a link [here](#) to the capabilities deck.

### **Team and Experience**

- Panther [team](#) has over 125 years of collective operating and investing experience
  - Jordan Tritt has managed the Panther Opportunity Fund since 2017. Jordan served various financial leadership roles over 10 years for early stage software, manufacturing and services businesses helping raise over \$30 million.
  - Scott co-founded the Cannabis Rep Network (merged into Calyx Distribution) in 2015 to provide sales & distribution for brands in California. Prior to Calyx, Scott co-founded a data-driven digital ad agency called Audience Partners in 2007, targeting addressable audiences for the political and healthcare industries.
  - Ramie A. Tritt, MD is a physician entrepreneur whose 40-year operating and investment career has involved leadership roles in private and public companies in multiple industries, including healthcare.
  - David Friedman is an investment and operations executive with over 25 years in venture capital, mergers & acquisitions, and corporate finance.

- Our team has over 30 years of combined cannabis industry experience
  - Our experience as active investors since 2014 positions us well moving forward as we have learned the nuances of this dynamic and unique industry
  - We have relationships with many of the industry's leading ancillary companies
- We have applied the lessons from our venture capital background to inform our approach to maximizing returns while managing risk.
  - We adhered to our investment guidelines, reviewing over 500 deals, investing in only 16.
  - Panther and its managers have a broad reach investing in ~ 35 cannabis companies across 24 different sectors (<https://www.institutionalcannabis.com/about/>)

## **Opportunity to Get Involved**

- Panther has 75 limited partners in its Panther Opportunity Fund and is expanding its investor base to include other family offices, institutional investors and high net worth individuals.
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