



SEVEN

PEAKS™

PROPOSAL FOR MARIJUANA ESTABLISHMENT

54 Winter Street, Boston, MA 02108

OUR TEAM



CEO | Dominique Atwood, FNP

A lifelong resident of Brockton and full-time pediatric nurse practitioner, who lives with her husband, a Brockton police officer, and her two children.



COO | Benjamin Sprague

A lifelong resident of Massachusetts who served active duty in the US Army as part of the Honour Guard. Currently resides with his two children and wife, a public school administrator in MA. 6+ years of property management. Studied cultural anthropology at UMass Boston.



CLO | Taylor Hodhod, Esq

Studied Cognitive and Brain Sciences at Tufts University and graduated from Harvard Law School. Originally from Montreal, Quebec, Canada, has been a Boston resident for seven years and is admitted to the bar in Massachusetts.



CSO | Alec Koudjij

Entrepreneur in the cannabis and esports industry with experience working in the financial industry at a global macro hedge fund. Graduate of Tufts University School of Engineering.



STRATEGIC PARTNERS

MCDERMOTT
QUILTY &
MILLER LLP

HELICON



THE
EDWARD DAVIS
COMPANY

LETTER FROM OUR CEO

Dear Neighbors,

My name is Dominique Atwood, and I would like to introduce myself as the CEO of Seven Peaks. I am a lifelong resident of Brockton, a full-time pediatric nurse practitioner, and a mother of two.

In addition to my medical background, I also hold a degree in Social Psychology. Prior to pursuing my nursing career I worked for a number of years as a Residential House manager for developmentally disabled and behavioral at risk youth.

As a medical professional and mother of two, I understand the significance of our business operation. We understand that we're selling a controlled substance, and we want to make sure we are doing so in the most diligent manner. This includes educating both our customers and our community on the varying effects, benefits, and consequences of this schedule 1 substance.

As someone who has grown up and has chosen to raise my children in a community similar to the one I am hoping to open a business in, I am not only mindful of the struggles the community faces, but I am also invested in the betterment of the community.

With my husband being a police officer in the city we live in, I understand the benefits that friendly and community-oriented security presence can bring. That's why we've partnered with the Edward-Davis Security Company. We are committed to ensuring that we protect all vulnerable communities – specifically children – including those at William J Ostiguy high school and Bridge Over Troubled Waters. With the help of our security partners, we hope to create a safer and cleaner Winter Street.

Regards,



| Dominique Atwood

DIVERSITY PLAN - GOALS

- | 65% of the ownership team are women, veterans, and/or minorities.
- | We are excited to open a new store in downtown Boston – a beacon of diversity and inclusion.

OUR BUSINESS

- | Priority hiring for veterans and members of the community who have a prior arrest or conviction of a cannabis-related charge (or their spouse/parent).
- | Priority hiring for members of a minority and/or disadvantaged group (women, individuals with disabilities, and LGBTQ+, etc).

EXTERNAL BUSINESSES

- | Engage with businesses owned by minorities, women, veterans, persons with disabilities or individuals who identify as LGBTQ+.
- 20% of suppliers, contractors and industry wholesale partners meet at least one of the groups mentioned above.

DIVERSITY PLAN - PROGRAMS

Leverage existing programs and social services and create our own initiatives to achieve a meaningful impact in our community.

SEVEN PEAKS BACKED PROGRAMS

- | Sponsor a student at William J. Ostiguy High School, or other Boston public high school, every year for a 2 or 4-year program at a local college, university or trade school (\$10K per year if they maintain a GPA of 2.5 or higher).
- | Front window displays on Winter Street to advertise local artists, vendors and events.
- | Telemedicine – promote cannabis education and responsible use by providing coupons/trials to cannabis telehealth services that specialize in guiding consumers in their use of cannabis and its effects.

EXISTING PROGRAMS

- | Use the MA Supplier Diversity Office (SDO) and give priority to contractors that identify as minority or woman owned. Will inform all contractors that subcontracting with MBEs/WBEs is considered a plus factor for project bids.

DIVERSITY PLAN - PROGRAMS

RECRUITMENT PLAN

Programs include, but are not limited to Diversityjobs.com, Pro-Diversity Network (PDN) to advertise hiring on following websites: Pro Able (disabled), OutProNet (LGBTQ+), Blackjobs, Women's Career Channel, iHispano, Military-2-Career, Asian Career Net, Boston TenPoint Coalition, Community Reentry for Women (CREW), Aid to Incarcerated Mothers, Community Resources for Justice (CRJ), and Boston Re-entry Initiative (BRI).

Collaborate with Rosie's Place, a women's shelter in Boston and New England Center and Home for Veterans to provide a safe/secure environment for women and veterans in their programs to pursue careers in cannabis.

Partner with Suffolk County Sheriff's department to hire ex-offenders with past drug convictions who have completed job-training and re-entry programs.

Monthly notices for at least 3 months during the hiring process and in newspapers of general circulation (such as Boston Herald and Rainbow Times) as well as sites such as MassHire and Indeed.com, specifically stating that Seven Peaks is looking for Boston residents 21+ who are women, veterans, minorities, persons with disabilities, immigrants, LGBTQ+ and those with prior non-violent cannabis convictions.

Employees will receive a bonus for each candidate referred that has a prior non-violent cannabis conviction, or are part of an identified minority, veteran, or are an individual with a disability.

Distributing internal workplace information notices, annually (and verbally at team meetings quarterly).

Will participate in local hiring/job fairs, at least annually, including events held by MassCBA.

Will provide a strong culture of promotion and shadow training where diverse employees are encouraged to shadow train with managers, express any concern on diversity in the workplace, and apply for promotions.

DIVERSITY PLAN - MEASUREMENTS

SCHOLARSHIP PROGRAM

Measure and report the number of applications, graduation success rates of students awarded scholarships, as well as employment following graduation (to the extent the student is willing to share).

COMMUNITY WINDOW DISPLAY

Maintain a historical copy (picture) of all window displays as well as a record of all requests/suggestions for use.

TELEMEDICINE

Report the number of trials offered.

SUPPLIER DIVERSITY

Create a comprehensive list of all supply chains and ancillary services used and will evaluate every January if we met our goal of working with 20% suppliers who are women-owned or minority-owned businesses.

DIVERSE RECRUITING AND HIRING

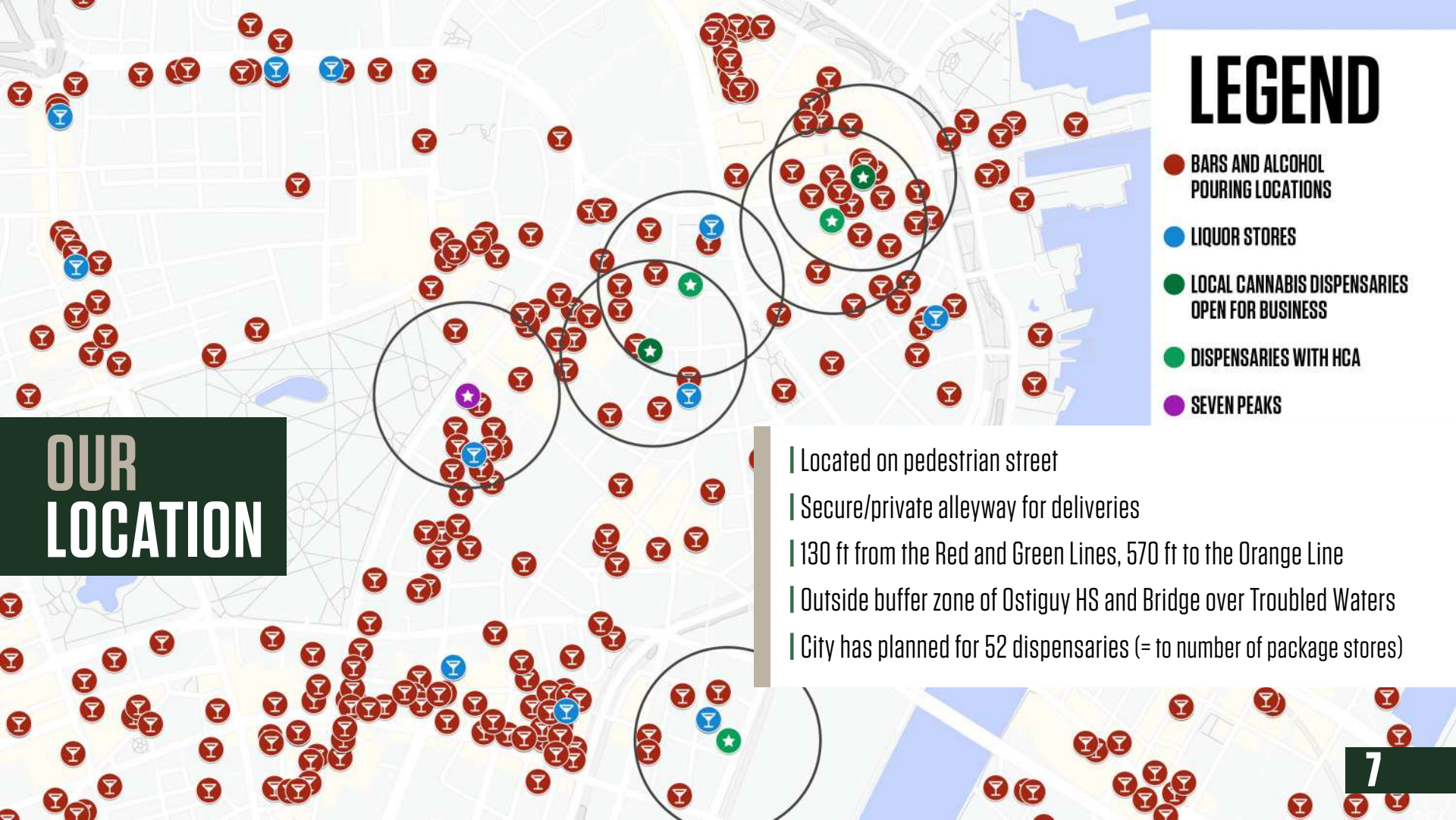
| Maintain data regarding the number of postings in diverse publications or general publications with supporting documentation.

| All applications for new hires and promotions will be required to submit an initial application that includes:

- Where did you learn about Seven Peaks employment opportunities?
- Personal Demographic Questions

| Review and record progress quarterly. Report will be prepared and provided to the CCC or BCB upon request and for license renewal(s). *

* Pursuant to 935 CMR 500.103(4)(b), the Applicant's Human Resource Department shall prepare an annual report identifying the Company's efforts to encourage diversity in the workplace, in compliance with 935 CMR 500.101(1)(c)(7)(k) and this Diversity Policy. This report will include (a) the number of individuals from the target demographic group (minorities, women, veterans, individuals with disabilities, immigrants, those with criminal records, LGBTQ+) to the extent each employee is willing to share such information, (b) number of jobs created since initial licensure, (c) number of job postings in publications with supporting documentation, and (d) the number/subject matter of training sessions held on diversity, implicit biases and sensitivity and # of employees in attendance.



LEGEND

- BARS AND ALCOHOL POURING LOCATIONS
- LIQUOR STORES
- LOCAL CANNABIS DISPENSARIES OPEN FOR BUSINESS
- DISPENSARIES WITH HCA
- SEVEN PEAKS

OUR LOCATION

- | Located on pedestrian street
- | Secure/private alleyway for deliveries
- | 130 ft from the Red and Green Lines, 570 ft to the Orange Line
- | Outside buffer zone of Ostiguy HS and Bridge over Troubled Waters
- | City has planned for 52 dispensaries (= to number of package stores)

LOOK AND FEEL OF SEVEN PEAKS CANNABIS

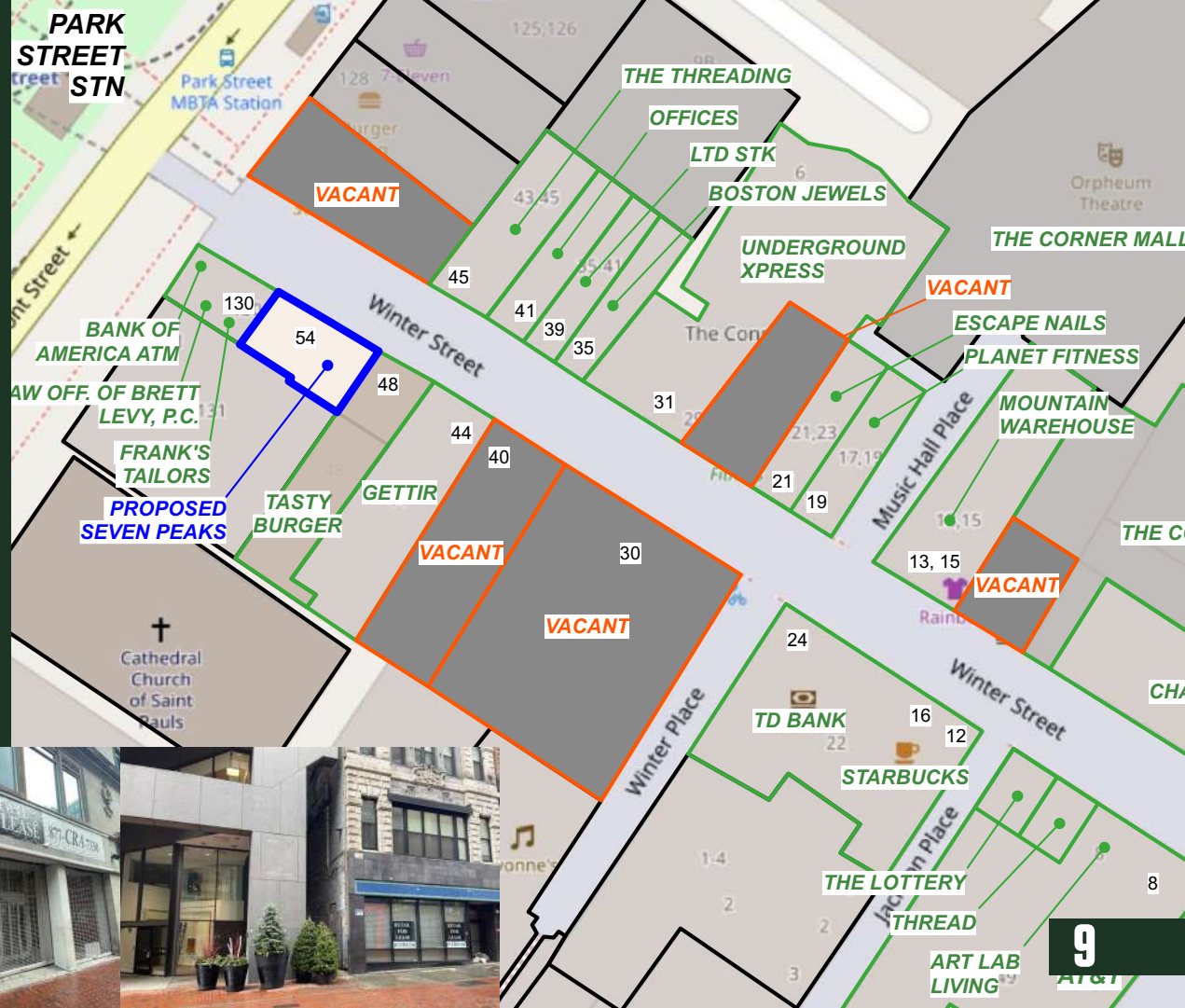


- Exude an aura of cleanliness and safety. Well lit, modern, and professional both inside and out.
- Partnered with Ed Davis Security Company to provide first-class security (3-4 security personnel).
- Window displays to showcase local artists, entrepreneurs, and community events.
- Goal is to bring a safe, secure, welcoming and clean business to Winter Street. We hope to be a part of the solution to Winter Street.

VACANCY MAP

Commercial density of street has suffered from multiple/increasing vacancies.

We believe the presence of a dispensary such as ours (heavy security and lighting) will help bring a new wave of economic activity to Winter Street.



EMPLOYMENT PLAN - GOALS

| 70% of new hires being Boston residents.

| Promote workplace diversity and encourage applications from MA residents with past drug convictions, as well as minorities, women, veterans and immigrants.

| 95% job satisfaction rating from all employees as it pertains to workplace inclusion, safety and environment.

| Committed to advancing current employees' career paths and reducing barriers to entry into the cannabis industry by providing mentoring/educational opportunities.

EMPLOYMENT PLAN - PROGRAMS

RECRUITMENT PLAN

As mentioned in our Diversity Plan

EMPLOYEE TRAINING

Premium budtender training and de-escalation training.

Seminars/webinars about diversity/inclusion, implicit bias (from vendors such as Massachusetts Commission Against Discrimination), sensitivity training, and knowledge/growth in the cannabis industry.

Diversity awareness training within the first 90 days of employment and annually thereafter.

Educational Programs shall include, but not limited to:

- (1) Harassment, Diversity and Sensitivity Training (2) Sexual Harassment Prevention and Awareness Training (3) Discrimination Free Workplace (4) Violence in the Workplace (5) Harassment in the Workplace for Management (6) Diversity and Sensitivity in the Workplace for Management (7) Unconscious Bias Training (8) Ethics and (9) Drug and Alcohol-Free Workplace.
 - Diversity awareness training emphasizing zero-tolerance of any type of harassment or discrimination, and policy of initiating prompt inquiry/ investigation of complaints and taking appropriate corrective/disciplinary action.
- Annual bud tending seminars to ensure we are up to date on the latest science and developments in the cannabis industry.

EMPLOYMENT PLAN - PROGRAMS

COMPETITIVE WAGES AND BENEFITS

- | \$20/hour livable wage + health benefits coverage, and subsidy for MBTA passes for each employee.
 - 5\$ above minimum wage at an entry level position.
- | Generous PTO, and paid volunteer time (10 hours/year) where employees can assist in the BID's cleanup of Winter Street.

EDUCATION

- | Offer employees without a GED the financial resources necessary to complete GED.
- | We view bud tending as an entry level job in the cannabis industry. We will allocate up to \$2K per employee to further their education in the cannabis industry with online courses/certificate programs.

CAREER ADVANCEMENT

- | Job-posting board and mentorship for all employees who wish to pursue further career opportunities in the cannabis industry.
- | Work with our suppliers to facilitate exchange opportunities so retail employees can learn more about industry and relay that information to customers (marijuana cultivation techniques, product manufacturing techniques, retail practices, compliance, and industry seminars provided at annual conferences such as MJBizCon).

WHISTLEBLOWER PROTECTION POLICIES

EMPLOYMENT PLAN - MEASUREMENTS

Recruitment Plan

- As mentioned in our Diversity Plan.

Employees able to provide feedback through a suggestion box outside the management office and annual engagement survey about the work environment.

- All comments/feedback will be documented and reviewed by senior management staff. Surveys will be reviewed within a month of receipt by management. Management will identify the top 3 areas for improvement and in collaboration with employees, develop short, mid and long term goals on how to address these areas of development.
- Exit interviews will take place and will provide us with the ability to get feedback from departing employees.

We will track the completion of the annual diversity and bud tending seminars for each employee.

We will keep a record of each employee's volunteer hours and work contributed.

We will track the number of GEDs sponsored and completed.

We will track all cannabis education grant applications, as well as annually report how many were completed.

We will keep record of its employees' next employment endeavors and note if it was found via our referral network.

COMMUNITY FEEDBACK AND PUBLIC SUPPORT

- | Many residents/business owners have submitted letters stating our security plan will have a positive impact on the street.
- | Over 40 letters of support from community members.

SAFETY AND SECURITY

PLAN FOR ON-SITE SECURITY PERSONNEL

| We will utilize sufficient security personnel (4) to maintain a level of safety and security for all staff, customers, and the facility.

- One security officer will assist in ensuring all customers meet the minimum age requirements for entrance, and people entering are not there longer than necessary.
- One security officer will be responsible for monitoring the video surveillance system to prevent and identify any attempted theft, or unauthorized access to any restricted areas by both staff and the public.
- One officer to maintain a visible roving presence inside the establishment to assist as a visible deterrent to theft and ensure that all security mechanisms and locks are functioning and access to restricted areas is limited to authorized personnel only.
- One officer will be assigned to a roving patrol on the exterior of the property to prevent loitering outside the establishment, keeping the area free of litter and debris, preventing and customers from using or distributing any products from the establishment to unauthorized person(s), and providing a visible presence around the vicinity.

SAFETY AND SECURITY

PLAN FOR ON-SITE SECURITY PERSONNEL

- | All security personnel will be equipped with radios to effectively communicate security related issues or concerns.
- | We will establish and maintain a positive working relationship with the local police department (Boston Police Area A-1), with any assistance needed to ensure a safe environment in and around the facility.
- | The store will have a secure vestibule where an ID check will take place.

SAFETY AND SECURITY

BUILDING AND PRODUCT SECURITY

| We will utilize the latest security technology to safeguard both the building and product from unauthorized access and theft. We will take a 360 degree approach to securing the establishment to include the exterior walls, roof and floor (if needed). CCTV will be positioned on all sides of the building perimeter and roof to capture unauthorized or illegal activity. Sufficient lighting will also be added to support quality images from the CCTV system. We will ensure any lighting and surveillance does not infringe on any local neighbors around the property.

| We will also utilize extensive security measures on the interior of the property to maintain a 24/7 security posture. We will utilize a combination of CCTV, access control, intrusion alarms, motion alarms, and duress alarms to prevent unauthorized access and theft from the facility. All product will be stored in a secure vault when not being accessed for sale. The door leading to the vault/secure area will also be access controlled and monitored by CCTV.

| We will maintain recording standards beyond the state requirements as described in 935 CMR 500.110 including a battery backup to power the system beyond the 4 hour state minimum. Additionally, security personnel monitoring the video system will be able to produce color still images live or recorded upon request.

SAFETY AND SECURITY

PROTECTING YOUTH FROM ACCESSING THE PRODUCT

| We will maintain a strict admittance policy in the establishment to ensure no person(s) under the age of 21 are allowed into the property. All windows into the establishment will meet the required guidelines to prevent viewing from the exterior. The security officer outside the facility will also monitor the area to identify and prevent after purchase sales to anyone particularly to minors.

TRANSPORTATION AND DELIVERY OF PRODUCT

| We will ensure that all deliveries comply with 935 CMR 500.105. We will maintain a secure alley entrance that is not public property for all deliveries. Personnel will also be present to assist with the deliveries. Due to its proximity to surrounding buildings, a covered delivery area will also be utilized. We will work with surrounding properties to ensure that delivery areas can be secured during these times without disrupting surrounding businesses or neighbors.

SAFETY AND SECURITY

TRANSPORTATION OF MONIES TO AND FROM THE SITE

| We are dedicated to full compliance with 935 CMR 500.110(7). We will transport monies to and from the facility using the same methods as the delivery of product.

| We will maintain a secure alley entrance that is not public property for all deliveries. Security personnel will also be present to assist with the deliveries. Due to its proximity to surrounding buildings, a covered delivery area will also be utilized. We will work with surrounding properties to ensure that delivery areas can be secured during these times without disrupting surrounding businesses or neighbors.

| Transportation of both monies and products to and from the facility will be monitored, assessed, and routes will be varied to prevent potential patterns from being observed and exploited. We will also use transportation approved by the appropriate authorities.

FLOOR PLAN - RETAIL

3-4 Security Personnel

4-7 Budtenders + 1 Manager

32 Customers + 3 Outside Shown






Separated ordering and payment processes that allows customers to take the time they need to understand our products and feel comfortable with their purchases, all without impacting the experience of others.

CUSTOMER JOURNEY

1. Greeted outside by Security
2. Buzzed in and ID Checked
 - 3a. Pre orders — proceed to the left directly to the pre order queue at the POS counter
 - 3b. Walkins — proceed to the right and greeted by a budtender. Wall displays have display products along with scannable QR codes that allow customers to discover products and create a cart on their mobile device. Kiosk area allows customers to complete their cart and engage with our budtenders.
4. Once their order is placed, the vault downstairs will fulfill their order and send it up to the POS area via the dumbwaiter.
5. Customers complete their transaction at the POS counter

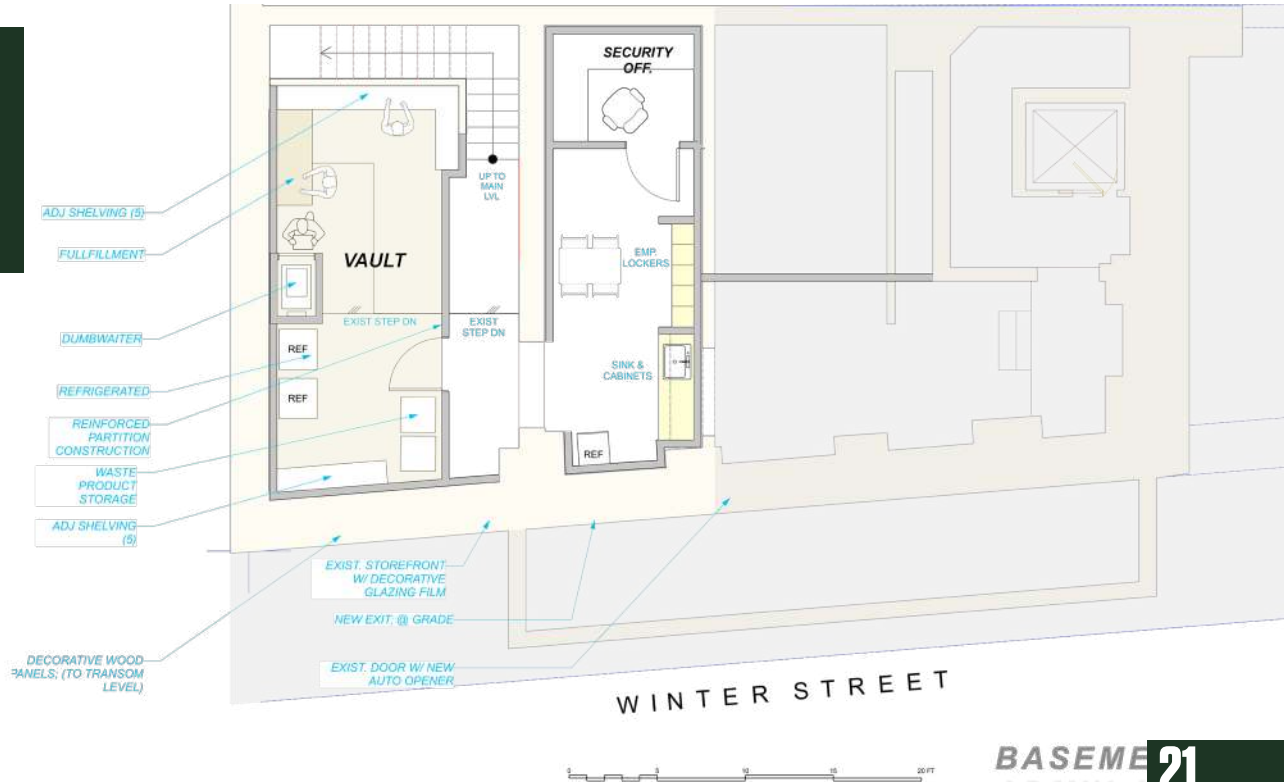
LEGEND

-  **BUDTENDERS**
-  **SECURITY**
-  **CUSTOMERS**

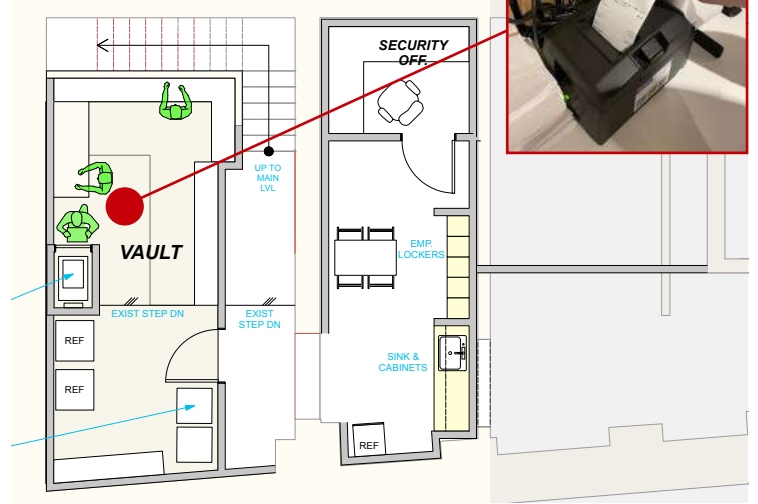
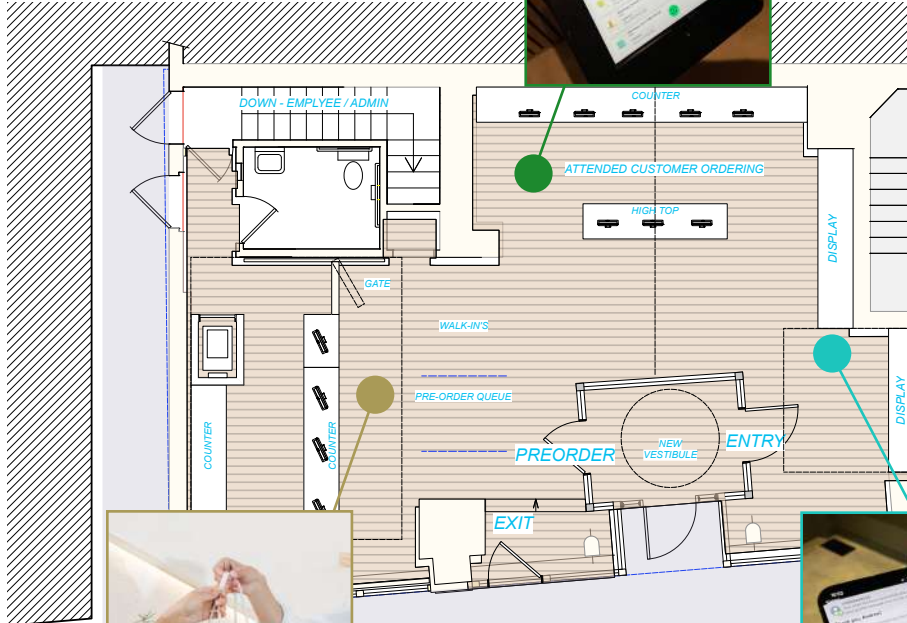
FLOOR PLAN - BASEMENT

Order fulfillment is done in the Vault and transferred to POS above via Dumbwaiter

2-3 Inventory/Packaging + 1 Manager



TECHNOLOGY



Our store leverages technology to achieve optimal efficiency.

Proof of Concept: This technology is currently being used by Alec's brother in his dispensary in the heart of Provincetown.

- The time that it takes to fulfill an order from the time that the ticket is generated is on average less than 60 seconds. We expect the use of the dumbwaiter to add an additional 30 seconds to this process. Once the customer arrives at the POS counter it takes less than 60 seconds to process their transaction.



OPERATIONS

| HOURS OF OPERATION

7 days/week 10am-7pm Mon-Sat, 11am-6pm Sun.

| PROPER WASTE DISPOSAL

Appropriate odor mitigation technology to ensure our neighbors are not disturbed.
Staff will clean outside and work alongside BID ambassadors to keep the area clean.

| PRE-ORDERS THROUGH SIGNAGE/SPOKEN WORD/AND QR CODES

At 70% capacity, security will only allow pre-orders.
Open to exclusively doing pre-orders for first few months.



COMMUNITY BENEFITS

| EQUITY APPLICANT

Woman minority-owned business with background in medicine.

| JOB CREATION

15-20 full-time positions with diverse hiring. Welcome applicants with prior non-violent marijuana convictions.

| SAFETY

Security team of 3-4 to enhance safety for Winter Street. State of the art cameras and digital security. BPD/State can access cameras. Off duty police detail as needed.

| CONTRIBUTION

Cannabis Education.

- Quarterly Speakers addressing cannabis research and education.

Premium window display for use by community Initiatives.

| SCHOLARSHIP PROGRAM

As part of giving back to the community, the Applicant will sponsor a student at William J. Ostiguy High School, or other Boston public high school, every year for a 2 or 4-year program at a local college, university or trade school (\$10K per year if they maintain a GPA of 2.5 or higher).

| COMMUNITY SERVICE

10 hrs of community service per employee per year.

TIMELINE

JUNE 2022 TO APRIL 2023

2022

JUNE

8th

| Executed lease @ 54 Winter St.

9th

| Submitted online application

21st

| Reached out to Mayor's Office

JULY

13th

| MPPNA & BID meeting

19th

| Reach out to BOTW

20th

| MPPNA & BID response to concerns sent out

AUGUST

22nd

| Delivered Information Flyers to Downtown Crossing Neighborhood

SEPTEMBER

8th

| Sent out Winter St. information packets

OCTOBER

12th

| BOTW meeting

14th (Rescheduled)

| Councilor Flynn meeting

28th

| Certified mail sent out

29th

| Boston Globe ad

NOVEMBER

6th

| Flyers posted

8th

| Mayor's meeting (Rescheduled)

| Councilor Flynn meeting

15th (Cancelled)

| Mayor's meeting canceled due to internal City issue

DECEMBER

1st

| Boston Globe ad (2nd time)

7th

| Certified mail sent out (2nd time)

| Flyers posted (2nd time)

9th

| Suffolk meeting

19th

| Mayor's meeting

2023

JANUARY

FEBRUARY

3rd

| Flyers posted (3rd time)

7th

| Mayor's meeting (2nd time)

9th

| Letters of support submitted to City Councilors

MARCH

23rd

| Community Event invitations sent out to Winter St.

APRIL

1st

| Community Open House

3rd

| BCB application submitted
| 20 additional letters of support submitted

19th

| BCB meeting

**WE LOOK FORWARD TO BECOMING ENGAGED MEMBERS OF
THE DOWNTOWN CROSSING COMMUNITY!**

