



"Regenerative Growth for ALL"

A Multi-Platform Approach Delivering Advisory, Membership & Media Services to Drive Sustainable Development in & by the Cannabis Industry.

Our Credo:

"We help create business and brand value by harnessing '*next practice*' in Environmental and Social Impact with a relentless focus on seeking Multi-Capital Growth for ALL Stakeholders.

With Authenticity, Humility and Integrity, Regennabis leverages a multi-platform approach of Advisory, Membership and Media Services to co-create a disruptive and innovative community – driven by exponential actions through alignment to the UN Sustainable Development Goals (SDGs) – to deliver solutions to many of the world's biggest challenges and build a better, regenerative future for ALL humanity."

For more information or to request a meeting please email / call either:
Patrick – patrick.mccartan@regennabis.com / +1.415.529.0282; or
Geoff – geoff.trotter@regennabis.com / +1.415.565.9382

The Challenge & Opportunity of Our Time:

“The curtains continue to be drawn open for the cannabis sector’s entry onto the global stage.....it is simply a matter of time before cannabis becomes a globally traded agricultural commodity. It is likely that cannabis proves to be the best performing asset class over the next decade and unlikely that any sector remains untouched by this plant in the years ahead. The cannabis sector exhibits many of the characteristics common to emerging markets: information opacity; fragmentation; trade barriers; price (& value) discovery; regulatory uncertainty and consumer evolution. Financially, an attractive emerging market feature is the ability for an active and informed investor to generate alpha”. [Abridged, "[Cannabis - a classic emerging market](#)" MAZAKALI]

At Regennabis, we believe that there is a need to create a disruptive and innovative community driven by exponential actions – in alignment with the UN Sustainable Development Goals (SDGs) - to deliver both increased business & brand value and at the same time, provide solutions to many of the world’s biggest challenges and build a better *future for ALL* - to lead, learn, connect and innovate breakthrough solutions around humanity’s greatest challenges and deliver “*Impact Alpha*” for ALL stakeholders.

The Cannabis Industry:

In this era of disruptive innovation, the Cannabis Industry could potentially garner the “eyes & ears / hearts & minds” of a hugely influential group of consumers, i.e. more than 1 billion Millennials & Gen Z. At Regennabis, we see an opportunity for this nascent industry to provide the Trust, Positive Reputation, a Sustainable Product Mix and Mindset that with guidance could disrupt the existing mono-capitalist market structure to one that flourishes on a multi-capital framework based on the following principles:

- *Tangible Impact & Do Leadership over Thought Leadership & Talk Leadership*
- *Abundance not Scarcity*; i.e. an Investment-Positive mindset rather than Cost-Centric negative view
- *Partnerships for Success – for ALL*; Cooperation / Co-opetition to deliver *Multi-Resource-Fueled Innovation*

Convening Emergent Market Power:

We aim to convene a broad stakeholder community of Start-ups and Scale-ups - along with established brands - in the same space as Service Providers, Investors and Social & Environmental Enterprises [at a global level] to channel their human, intellectual, technological, social, natural and financial capital - and brand resources - in this emerging and exciting industry towards achieving the SDGs. We aspire to do this through three integrated “pillars of service” – Advisory, Membership & Media - both virtually and in person and hence provide the opportunity for key players in the Value Chain to share their *know-how*, *know-what* and *know-who* to help develop meaningful relationships with a new generation of consumers to create regenerative enterprises and at the same time, generate “*Impact Alpha*” both in their communities and around the world.

We are certain that this will allow and enable the democratization of opportunity within the sector and accelerate innovation and implementation of ideas, products and services to deliver to the SDGs.

Regennabis’ Leadership:

[Patrick J McCartan](#) [Cannabis Business + Brand Adviser, CBD Oils & Hemp Supplier, Corporate Sustainability + CSR consultant]; and

[Geoff Trotter](#) [Purpose-driven, multi-sector, impact-oriented consultant / ex-Big4 Partner & Corporate Refugee]