

THE POWERFUL

SEPTEMBER 2019

NOTHING IS MORE POWERFUL THAN THE TRUTH

IF IT WAS EASY, WE
WOULD ALL SUCCEED

CHAMPIONS ARE NOT
BORN, THEY ARE MADE

GREEN LIGHT
FOR MARIJUANA
COMPANIES?

with *George Nshanyan*

INSIDE

05 _
**IF IT WAS EASY, WE
WOULD ALL SUCCEED**
WITH CAROLINE SALETTE



12 _
**INTERVIEW WITH
GREG ROKOS**

14 _
**THE BUSINESS YOU
HAVE TODAY, ISN'T
THE BUSINESS YOU
HAVE TOMORROW**

18 _
**GREEN LIGHT FOR
MARIJUANA
COMPANIES?**
WITH GEORGE NSHANYAN



26 _
FINANCIAL FORECAST

32 _
**INCURABLE DISEASE
DIAGNOSIS CREATES
AN ENTREPRENEUR
DYNAMO!**
WITH STEPHAN WEIGELT



38 _
**THE SECRETS
BEHIND AMERICA'S #1
SHORT-SALE EXPERT**
WITH HUNTER PASCHALL



45 _
**INTERVIEW WITH BRUCE
ROBERTS**

48 _
**WHAT MAKES THIS REAL
ESTATE INVESTOR SO
"APP"EALING?**
WITH LEONARD COLLINS



54 _
**WEALTH AND WELLNESS:
SHIFTING THE APPROACH TO
WEALTH MANAGEMENT**
WITH ARMINEH KESHISHIAN



63 _
**CHAMPIONS ARE NOT BORN.
THEY ARE MADE.**

EDITOR'S NOTE

Nothing is more Powerful than the Truth.

That is the fundamental idea and basis of *The Powerful*. In today's modern culture, media has become very one-sided, only wanting to discuss whatever side they are in support of.

The Powerful is aimed towards giving you the power to make your own decision and formulate your own opinion and view. At The Powerful, we feel there is no right or wrong, only the power of information that you can arm yourself with.

You can check out The Powerful online at ThePowerful.com. There, you can find the stories that are featured here in the magazine and can comment and weigh in on what you think.

Enjoy the magazine.

Sincerely,



Francie
Editor





GREEN LIGHT FOR MARIJUANA COMPANIES?

WITH GEORGE NSHANYAN



“

I never thought I would ever be involved in this industry. Firstly, I do not use marijuana. In fact, I voted “no” on making it legal for recreational use in CA. So how in the world did I get involved in all of this...

THE LEGALIZATION OF MARIJUANA IS A HOT TOPIC IN THE UNITED STATES

Why wouldn't it be? In 2017, Legal cannabis sales were over \$10 billion and sales are estimated to jump up to \$25 billion by 2021. In addition to those sky-high numbers, there is a love-hate relationship that the world shares with cannabis. Avid users have protested for legalization, which has enabled hungry entrepreneurs to get a piece of this booming industry. As we know, the cannabis industry is growing expeditiously with the estimate that it could create 200,000 new jobs by 2020 in the United States alone. 29 states in the US offer some form of cannabis sales within their borders.

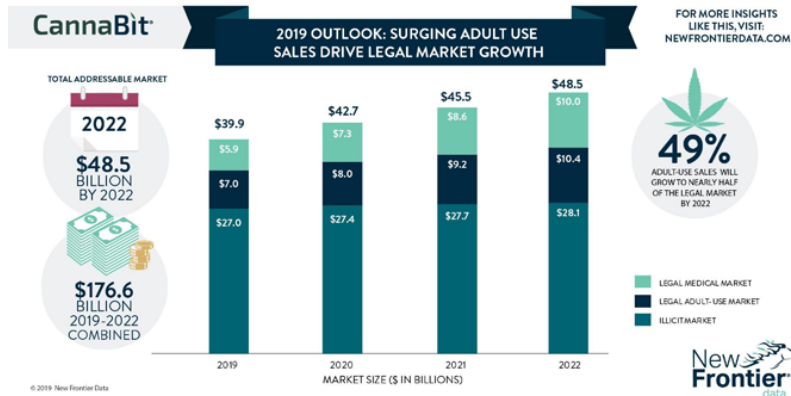
Millennials make up more than 50% of legal cannabis consumers and account for the bulk of people who are applying for jobs within the industry. It is common amongst millennials to use online platforms to find jobs; Glassdoor is an example, and according to their data, in 2018, the median salary in the marijuana industry salary was \$58,000, while the median salary for US workers as a whole was \$52,000.

That's a difference of 10.7%. It's a no-brainer to opt for the cannabis industry for most. While Millennials are the bulk users, the older generation is more likely to consider “cannabis consumption” to be a form of smoking, but there is a vast market for edibles that is growing rapidly. Gummies, brownies, chocolate, cake mixes, cookie, and all different kinds of treats can be made from cannabis-infused butter or oil. The edibles market is where the cannabis industry could potentially see the most growth over the next few years. With all the different ways to consume cannabis other than smoking, we find that there are more people from the older generation joining in.

DID YOU KNOW?

As of February 2019, ten states have legalized the use of recreational marijuana (in addition to medical marijuana) for individuals over age 21: California, Alaska, Oregon, Washington, Maine, Colorado, Nevada, Vermont, Michigan, Massachusetts, and District of Columbia.





As the industry has grown over the past few years, highly successful entrepreneurs and business professionals have gotten involved and created million-dollar cannabis companies.

One of these successful entrepreneurs is George Nshanyan; he is someone who does not use cannabis and even voted against making it legal for recreational use in California. How did he get involved? Nshanyan is a founding principal of Green Road Capital LLC, which manages two hedge funds and a venture capital fund. He has consulted companies on going public, and before establishing his independent practice in 2015, he worked for some of the largest financial institutions in the world, such as J.P. Morgan Chase, where he managed a \$100 million book of business. George says – “Originally, when Green Road Capital was created (despite the coincidentally fitting name), my partners and I had absolutely no intentions of being involved in the cannabis industry.”

Today, however, in addition to the original portfolio, Green Road Capital offers two additional portfolios, which both focus on the cannabis industry. One is a venture capital fund that invests in privately held companies, while the other is a hedge fund that invests in public traded companies.



How did it start?

“It all started with an unexpected phone call!” recalls Nshanyan. Because of his securities background, owners of a cannabis company contact him for guidance on whether they should pursue an offer to list their company on a Canadian stock exchange. This initiated an intensive study on various aspects of the industry in general, and of course, all of the pros and cons of taking a cannabis company public in particular. Concluding that it was the right decision to move forward, he was asked to stay on as an advisor and be the liaison between the company and the conglomerate putting the deal together.

“The process of getting a company listed is not complicated,” explains Nshanyan. “What can be problematic, however, is appealing individuals with limited understanding of how capital markets function. There were nasty negotiations, unreasonable expectations, countless breakdowns for countless reasons, and the deal fell apart several times, and was put back together again, all to no avail! But, I realized that this was a blessing in disguise.” Nshanyan says that during the most frustrating times, he remembers thinking to himself, “I wish I was in charge of this project! I could do a far better job!” It wasn’t long before it hit him, and that is what inspired him to start a consulting practice for taking cannabis companies public.

Cannabis companies, who have achieved a considerable level of success and looking for an exit, will understandably find a merger or acquisition by a larger company to be easier than pursuing their own listing on a stock market exchange, even though such a listing may be far more profitable for the founders. “Small business owners are not stock market experts, and the number one thing that’ll prevent them from moving in that direction is the fear of the unknown. Addressing and alleviating the fears and complexities of being a publicly traded company will make for more profitable exits for cannabis founders,” reasons Nshanyan.

Nshanyan’s ability to communicate and make complicated financial concepts easy to understand is what he is known for. With over 15 years’ experience as an advisor, a Certified Financial Planner®, he has helped hundreds of individuals and organizations achieve their financial success. Perhaps these skills have been honed as they have, as it is at the intersection of his two master’s degrees – an MBA in Financial Planning, and an MA in Communications Studies.





You may ask, how is it that Green Road Capital transitioned into offering cannabis portfolios? Well, while working on the final stages of taking that cannabis company public – to where they were preparing for raising funds from Canadian investment banks, Nshanyan observed that the great majority of listings are done not by IPO (initial public offering) by rather RTO (reverse takeover), which means a company will pursue fundraising sometime after they are publicly traded (not simultaneously as with IPOs).

"I saw an opportunity to create a hedge fund that would either participate alongside these institutional investors on secondary offerings or buy-in before funds were raised and used by the companies to boost their businesses. That was the impetus for the hedge fund. The venture capital fund came into being soon after for a variety of reasons," explains Nshanyan.

Successful exits are key for venture capital funds, and naturally synergistic with providing go-public consultation. But more than that, Nshanyan is passionate about helping small business owners maximize their success before it is too late. "The cannabis landscape shifts very quickly," explains Nshanyan. "One year in this industry is like ten years in other industries. With federal legalization on the horizon, there will be a shift favoring big business over the little guy," warns Nshanyan. "Small businesses must plan ahead and act fast – their survival depends on it."

Nshanyan and his team have worked tirelessly to turn Green Road Capital into a booming business. It has evolved to become one of the most unique companies serving the cannabis industry. It invests in privately held companies at various stages, helps them transition to being listed on a stock market exchanges, and manages portfolios of public traded securities.



But it doesn't stop there, Nshanyan is writing an e-book detailing the investment opportunities in cannabis, and in November 2019, he will be speaking on stage in Los Angeles, California to over 2500 entrepreneurs from over 71 countries around the globe. To keep up with George – visit his LinkedIn.

As we conclude, we can say that one thing we know is that the legalization of marijuana will be a hot topic for years to come, but it's safe to say, when we look at the figures – the cannabis industry does make for a smart investment!

