

Q&A with Nic Easley, CEO of 3C Consulting LLC helping Companies get Started, Licensed, become Established and Grow their Business in the Legal Medical Marijuana and Cannabis Industry



Nic Easley
CEO

3C Consulting LLC
www.3ccannabis.com

Contact:
Nic Easley
970-596-2234
info@3ccannabis.com

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: *Mr. Easley, would you tell us about 3C Consulting?*

Mr. Easley: We are strategic consultants for the legal medical marijuana and cannabis industry. We help practitioners applying for licenses get into the

“hands-on” parts of the cannabis business. These may be people who do not have the business acumen to navigate complex legal and financial hurdles as they start their companies. We are a beacon of light in a very hazy industry. We advise our clients on how to move forward setting up companies for the future and showing them how to be productive in this emerging marketplace.

CEOCFO: *Do you find that many people recognize they do not know what they are doing early enough and come to you at the beginning, or do people look to you when there is a problem?*

Mr. Easley: We have been consulting to cannabis companies for over twelve years and we used to fix a great deal of problems for existing operators in smaller marketplaces when this industry was in its infancy. However, as time progressed and we noticed new markets emerging, we began targeting clients who had the right teams and business acumen. Some were starting brand-new companies and had to first acquire a license, others were already operating. We have really pivoted from helping clients who are fixing problems to creating broad solutions for our clients whether they are starting or have ongoing operations. Additionally along the way, we found that many experienced clients didn't realize that they needed help. They would build in systems and processes without making the necessary adjustments, and would reach the point where they were not salvageable. They were could not raise capital, so their competitors took their market share. So our focus now is strategic cannabis consulting for the right clients in right markets. We help them get into the market cleanly and crisply.

CEOCFO: *What are some of the commonly recognized challenges of entering the market and what are some hurdles that people might overlook?*

Mr. Easley: Very good question. Just like the dot.com bubble, when you have a quick emerging industry it attracts all sorts of players. In addition, since this is involving such a highly valuable plant with such large upside it is unique, novel and the complications are enormous. Also when a multi-billion dollar market emerges so quickly many are trying to figure it out at the same time. We work in eight different countries and in twenty-one states domestically, and each state has its own laws and protocols that need to be followed, even down to the municipal level. Then on an international scale, you are dealing with countries that have mutual contracts, and some may be based on the 1961 Opioid Act standards, presenting different landscapes which each require navigation. With new entrants in the cannabis industry, most of the