

Revolutionary Clinics Marks One Year Anniversary of Aspire Program

Inaugural year of Aspire helped three marijuana shops open

CAMBRIDGE, August 10, 2020 -- [Revolutionary Clinics](#), one of the state's leading providers of medical marijuana, celebrated the first anniversary of its Aspire program, which was conceived to help grow and diversify the burgeoning marijuana ecosystem in Massachusetts by offering subject matter expertise and unique financial benefits to Economic Empowerment (EE) and Social Equity license holders. To date, three EE companies have received guidance and assistance from Revolutionary Clinics through Aspire to help facilitate the opening of their stores.

"Opening up a marijuana business is a complex, resource-and-time-intensive process so we wanted to use the experience gleaned from years of operating Revolutionary Clinics to provide a helping hand to the next generation, particularly equity-certified organizations," said Keith Cooper, CEO of Revolutionary Clinics. "While some of these businesses may possess a strong retail background, the heavily-regulated nature of this industry presents new challenges for even the most seasoned individuals. The Aspire program lets us fill in whatever gap these businesses might have so they can open with confidence and prosper."

In the program's first year, Aspire provided services to Caroline's Cannabis, a recreational marijuana operator in Uxbridge and the state's first woman-owned shop; Haverhill Stem LLC, a recreational marijuana operator in Haverhill; and Pure Oasis, Massachusetts' first Economic Empowerment-owned recreational marijuana operator, which opened Boston's first retail store in March.

The program is open to all SE and EE license holders with no fees or obligations to participate. Services are offered a la carte and include:

- Flexible and customized financing plans for wholesale product purchases
- Product display counseling
- Strategic recommendations on inventory using Revolutionary Clinics' own metrics and
- Comprehensive consultation on running a retail operation, including security, standard operating procedures, and customer marketing
- Staff training

"Revolutionary Clinics' Aspire program provided us with very friendly arrangement on wholesale purchases and helped get our staff ready to begin sales, which has contributed to our success thus far. This relationship continued to benefit us even after Pure Oasis opened. When Rev found out that our store was looted, they reached out to donate \$x of product to help us get back on our feet."

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