

Collective Investing Means Collective Economic Power

As those seeking growth in their cannabis industry businesses know, obtaining business loans from banks is impossible. Even if you've already proven yourself to be a reliable business leader in this space, the fact is that banks won't be investing and lending to us anytime soon, and certainly not before the Federal government legalizes cannabis. In the interim, where do we turn?

The more I think about it, the more I believe that we will achieve more collectively than we ever could individually by pooling our resources among a small group of viable business owners who we know and trust—people just like you and me who've already amassed significant revenue and who need more to grow our businesses sufficiently. What if we were to look to ourselves to build an investment fund versus waiting on banks to offer services to the cannabis industry? I believe the time has come for establishing a [susu](#) —a collective investing system to which we all contribute in order to build economic power.

Why?

Because you know you will receive the funds you need to expand your number of dispensaries, increase your online cannabis store line, add to your sales force, or renovate a brick-and-mortar store. Most of all, by participating, you'll not only collect funds for yourself, but you will also get to invest in others to help them grow and build their businesses. For BIPOC who are already in this cannabis business space, we'll have opportunities to sustain and invest in our businesses through our collective power, which will enable us to reach other emerging BIPOC to help them get started.

Even if banks begin offering services tomorrow to cannabis businesses, the chances of them lending Black and Brown business owners the capital we need are slim. While creating this investment group won't remove all of the barriers we face, it is one crucial way to make a positive difference. The concept of a susu is a time-honored practice often used by those without access to traditional banks. Although pyramid schemes try to portray themselves as something like a susu, in a proper susu each investor receives a lump sum equivalent to what they have paid into the fund over time. Across the world, this model is routinely—and legally—used to amass enough resources to purchase homes, obtain commercial real estate properties, and to invest in the businesses of family and friends who would otherwise not have access to bank loans.

Creating a very small group of business entrepreneurs who agree to make an investment into the pool over a short-period cycle—and in turn enable each investor to receive funds from the pool—seems a viable smart approach. If you're interested in discussing the prospects of becoming a investor-member of our susu, let's connect!

Contact me to discuss. President and Chief Executive Officer