



2326 Northern Leaf Street  
Orlando, FL 32817  
GoodHighdeas.Net  
GrassAttractsSnakes.Com

# FOR IMMEDIATE RELEASE

**Brett Puffenbarger**  
[Brett.Puffenbarger@gmail.com](mailto:Brett.Puffenbarger@gmail.com)  
**540-448-0608**

Cleaning Up the Cannabis Industry One Story at a Time

Cannabis and Hemp Industry

Orlando, FL, April 17<sup>th</sup>- The cannabis industry is spreading like weeds — with an expected \$25 Billion in valuation over the next few years. However, not everything is green in the land of joints and bong rips. Turnover, toxic culture, and misleading information are rampant in the industry, and there is now a group tackling this head on.

Good Highdeas has officially launched their latest offering, Project Mongoose, to provide transparency to an industry that is not exactly known for it. “We are an industry that is built on advocacy and activism, but currently being run by those only interested in profits” says Good Highdeas CRO, Alex Popoff. He continues by saying, “This phenomenon has led to a mountain of misinformation and misleading headlines cleverly designed to hide the actual atrocities happening within these newly formed cannabis giants.” In order to combat that, Good Highdeas – and their Project Mongoose offering – are collecting stories from the inside. The new project is responsible for providing the industry spark by bringing the stories that need to be told to the forefront of the community ear; this is a requirement in order for this fledgling industry to truly reach its potential. Part of the angle is whistleblowing, while the other part is investigative journalism or industry analysis.

Story submissions are pouring in at [grassattractssnakes.com](http://grassattractssnakes.com) and are ranging from normal growing pains, seen in any new industry, to instances of fraud, harassment, and theft.

###

[Good Highdeas](#) is a bespoke consulting and advisory company focused on experienced ganjapreneurs and the canna-curious alike. Their [Project Mongoose](#) offering is cleaning up the cannabis industry one story at a time. You can find them on Instagram, LinkedIn, and Facebook by searching for @TheGoodHighdeas.