

## Good Highdeas: Frequently Asked Questions

### 1) Who is the owner of Good Highdeas, and what is their experience level in the industry?

Good Highdeas is currently under the charge of Alex Popoff. Alex has been in the cannabis industry across multiple industry segments for the last 5 years. His team has a combined 22 years of industry experience.

### 2) When was Good Highdeas founded?

Good Highdeas was founded in January 2021 at the height of both a global pandemic and the changing of the guard in the cannabis industry.

### 3) How many members are on the team?

Good Highdeas has 3 full time employees and dozens of fractional consultants, partners, and affiliates who make up the rest of their full capabilities

### 4) What does your current staff look like, and what are some of the things they do?

Good Highdeas at its core is a PR company and as such has several members from that niche of the world. They also have everything from engineers and botanists through digital marketers and corporate bankers. The only thing we don't have at Good Highdeas are your good highdeas that need to come to life

### 5) Where is Good Highdeas based?

Good Highdeas boast offices in Oklahoma, Virginia, and Florida. We are a decentralized team, so we have help in all currently legal states, Canada, and across the EU.

### 6) Where does Good Highdeas work?

Good Highdeas helps investors and entrepreneurs across all the legal states, Canada, and the EU. They work primarily in the investment and management consulting space but have the ability to help with all aspects of an operation from seed to sale and beyond. They are involved in both adult use and medical cannabis markets as well as the medicinal and industrial hemp spaces.

### 7) What are your prices like?

Good Highdeas works primarily utilizing a scope of work and master services agreement with varying rates based on the details of what we are helping with. Good Highdeas normally works on a retainer basis, but also has a la carte offerings. Good Highdeas accepts cryptocurrencies, and also offers equity or revenue sharing options.

### 8) Are you accepting new clients?

Yes. Good Highdeas is accepting new clients on a case-by-case basis with preference given to Virginia, Oklahoma, and Pennsylvania based projects.

### 9) How can we find more information about Good Highdeas?

More information is available at [GoodHighdeas.net](http://GoodHighdeas.net)

### 10) What is Project Mongoose?

Project Mongoose is Good Highdeas advocacy arm. We are collecting stories to publish into a book about the bad, ugly, and illegal of the cannabis industry. Stories can be submitted at [grassattractssnakes.com](http://grassattractssnakes.com)

### 11) Why are you working in an industry full of druggies and junkies? What about the kids?

We at Good Highdeas believe that cannabis has been demonized for the last 80s years. Instead of it being a gateway drug like so many of the uniformed have been told, it is actually being proven to be an exit drug. You can actually learn more about this at [TheExitDrug.com](http://TheExitDrug.com), where our friends at WeedMaps have actually done all the research for you and packaged into an easily digested documentary film. We would also like to add that legalization has actually led to a decrease in youth use of cannabis.

12) **What do you mean when you talk about the bad, ugly, and illegal in the industry? These companies are worth hundreds of millions. If they were doing bad things everyone would know.**

Good Highdeas is comprised of professionals from the whole industry who have all seen the same things: greed, ignorance, and arrogance run amok. This may not seem like it's out in the open, but it actually is. We encourage anyone who is curious to add the name of any MSO (Multi-State-Operator, industry slang for the large companies in the early stages of the space) and the words "scandal," "Lawsuit," or "lobbying/lobby" into your preferred search engine. You would be surprised what you'll find.

13) **Why are you guys so vocal about being anti-Delta8 THC? Are you anti-cannabis guys just trying to troll us?**

Good Highdeas along with our friends at the Federation of Cannabis United Standards (FOCUS), the first internationally accredited compliance body in cannabis, are advocates for an open but safe and effective cannabis market. Unfortunately, Delta8 is federally illegal, and enforcement is looming. We don't advocate for economic bubble chasing or short-term goals for any of our clients.

14) **Who do you think you are trying to stop these companies that are doing so much good? Don't you see that these companies have given pushed for legalization in so many states?**

No, on the contrary we just realize there are more versions of legal than one. Some states have what we consider to be a good system. Open licensing, low barriers to entry, and a large availability of options for business to participate in. What many of the companies we are whistleblowing on neglect to say when they start advocacy organizations is that they are pushing for regulatory capture rather than actual legalization. These companies are parading virtual monopolies and stacking the deck in their favor as legalization.

15) **Who do you think you are doing this sort of work? What kind of qualifications do you have?**

Good Highdeas has Marine Corps Intelligence and Military Police veterans, private investigators, journalists, and Air Force Military Police veterans on staff with specific and in depth knowledge of investigative services. They also have access to specialized professionals from all industry segments who help on more complex issues.

16) **How is what you're doing legal? How are you able to get away with publically shaming so many companies and people? Aren't you afraid you'll get sued for slander or defamation?**

The best defense is always the truth. Good Highdeas has rigorous quality controls and processes in place to avoid any situations like this. We also work under stringent NDAs, and with the utmost scrutiny until it is time to publish. We are dedicated to the truth, no matter what that might look like. Unfortunately, it looks really bad once you start digging into what's going on.

It's become more than a job for us, it has become a mission.

17) **Why aren't you guys a non-profit? How is this not a conflict of interest?**

We originally conceived of Project Mongoose as a 501c4 or 501c6 but quickly realized that that would actually create the conflict of interest. Project Mongoose doesn't need to be, and in fact, can't be beholden to donors. The language of the capitalistic nature of the world in 2021 lead us to the conclusion is to create a service that generates a profit. This way we are only beholden to our clients, and as such we put in stringent protection clauses notifying our clients of the potential for us to deliver news or information that could be damaging to them. We only work with a signed indemnification agreement, and all scopes of work come with a disclaimer that we are obligated to publish anything for our clients just like we would for the opposition would, should they prove to meet the standards we set forth from the onset regarding scandals, illegality, or other issues.

18) **Why are you guys on LinkedIn every day trashing people?**

We understand that a lot of our messaging could be construed as aggressive or lacking in tact. We vehemently reject this mentality. We are of the opinion that we are working in an industry aimed at helping people. The companies we are tasked with researching are creating products that go in human bodies. This is literally an industry that can lead to life and death situations. If we need to be aggressive to ensure consumer safety, then we will be.

19) **What proof do you have for any of the claims you have made in the past?**

We only publish verifiable facts. We have a rigorous process to determine if something meets our standards. We have never had to retract a statement and have never had a single client complaint. We pride ourselves on maintaining this perfect record for as long as we exist. We source all information from publicly available sources using our proprietary techniques and specialized training of the staff.

20) **Do you attack your competition too? How do we know you aren't just working in your own self-interest?**

We don't currently consider ourselves to have competition. We are incredibly open and transparent in everything we do. All reports are verified and researched with the same vigor regardless of who paid for it, or why.