Good Highdeas: Conference Quick Facts

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**Good Highdeas: Conference Quick Facts Version 2**

1. Good Highdeas is the only due diligence, vetting, and investor advocacy company in the cannabis industry
2. Good Highdeas is comprised of industry professionals across many aspects of the cannabis industry with experience in both corporate and “mom & pop” cannabis operations
3. Good Highdeas has its own proprietary investigative techniques based on counterinsurgency and military police investigative training
4. Investors and Entrepreneurs interested in seeing around the corner for pitfalls should check out goodhighdeas.net
5. Good Highdeas also has its own advocacy arm called Project Mongoose
6. Project Mongoose can be found at grassattractssnakes.com or by following the hashtag #grassattractssnakes on most major social media outlets
7. Cannabis is an industry created by advocates and built by activists, and these tenants are at the heart of all of Good Highdeas offerings
8. There are two competing industries within the cannabis movement, the legacy holdovers, and the predatory MBAs. These groups should be the heart and the head respectively but are currently serving reverse rolls.
9. Good Highdeas will be hosting a webinar in June of 2021 (official date not set yet) on journalistic integrity and PR
10. Project Mongoose will be releasing a book in 2022. As part of this book, they are collecting stories about the bad, ugly, and illegal going down in the cannabis industry in order to be anonymized and turned into a field guide for future cannabis professionals.