

Expert-infused example



420 Dispensary Promotion Calendar

Sun	Mon	Tues	Wed	Thurs
	1 420 deals	2 420 promotions begin	3 420 event invitations	4
		9 Inventory audit	10 420 event reminder	11
		16	17 Send final 420 reminders	18 Pre-420 checklist
		23	24 Post-420 data analysis	25
		30 celebration		



420 Early Bird Deals



February 2024



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
				1	2	3
4	5	6	7	8	9 Team brainstorm	10 Data dive: Top performing products
11	12 Data dive: High margin products	13	14	15	16 420 goal setting	17
18	19 Book high-commitment vendors	20	21	22	23 Data dive: Staffing requirements	24
25	26	27	28 Begin sourcing products	29		

 Internal Operations

 External Promotions

March 2024




Sun	Mon	Tues	Wed	Thurs	Fri	Sat
					1	2
3	4 Communicate with managers	5	6 Assign marketing creative design	7	8	9
10	11 Review store layout & workflow	12	13	14	15	16
17	18	19 Start budtender sales competition	20 Early 420 deals marketing promo	21 Staff training session	22	23
24	25 Featured product of the week	26 Outage plan documentation	27 Order 420 inventory	28 420 education touch	29	30
31 Last day to Switch your POS						

 Internal Operations

 External Promotions

April 2024

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	1 Build 420 deals	2 420 promotions begin	3 420 event invitations	4	5	6
7	8	9 Inventory audit	10 420 event reminder	11	12	13
14	15	16	17 Send final 420 reminders	18 Pre-420 checklist	19	
21	22	23	24 Post-420 data analysis	25	26	27
28	29 Staff celebration	30				

 Internal Operations

 External Promotions

About Flowhub



Flowhub is the dispensary growth platform providing compliance, point of sale (POS), payments, inventory management, analytics, and easy integrations for cannabis retailers nationwide.

Founded by Kyle Sherman in 2015, Flowhub pioneered the first Metric API integration and the Nug®, the cannabis industry's first mobile scanner device for streamlining daily workflows. Today, Flowhub processes over \$3 billion in cannabis sales annually, empowering more than 1,000 cannabis retailers to automate operations, increase revenue, and create the best dispensary experience possible.

Flowhub is on the frontlines of ending cannabis prohibition and is proud to be a founding director of both the Cannabis Trade Federation and the U.S. Cannabis Council, in addition to awarding over \$6 million in free software through its Social Equity Program to support underrepresented dispensary owners.

Flowhub is a privately held, remote-first company. Investors include Headline, Poseidon, Shawn "Jay-Z" Carter, and Evolv Ventures (The Kraft Heinz Company venture arm), the founders of Venmo, and more.

Learn more at flowhub.com