**Allele Seeds Research:**

**Strategic Plan for 2010**

Allele Seeds Research

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**Strategic Plan Table of Contents**

1. Mission Statement

2. Vision Statement

3. Values & Ethics

4. Methodologies

5. Situational Analysis

6. Goals, Objectives and Targets

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**Mission Statement:**

The Mission of Allele Seeds Research is:

 -To provide quality medical grade products such as flowers, concentrates, edibles, tinctures, lotions and oils.

-To provide consistent, quality clones & seeds (Regular & Feminized)

-Inspected & tamper-resistant sealed products

-Provide free medication to low/no-income and terminally ill patients.

 -Give back to the community through social benefit programs.

-Create jobs for military veterans and to lower the unemployment rate.

 **Vision Statement:**

We at ASR strive to create a sustainable market within the state. We hope to grow an industry that has healthy competition between businesses to assure a quality product. We also hope to set aside funds, medication, seeds and concentrates for no-to low income patients as well as terminally ill patients.

 We look to work with local and state law enforcement to set up and establish drug awareness programs by donating both time and money to both police departments and the communities in which we live.

 ARS looks to set up a board to establish regulation for organic and GMO-free medication. We also look to support legislation to help define to vague medical marijuana laws in the state of Washington.

 **Values:**

 Allele Seeds Research acknowledges that sustainability is the most important part of running a functioning business. ASR focuses on three main aspects of sustainability, which are: Economic, Social and Environmental.

 Socially: ASR strives to set high standards for the Cannabis breeding and research industry so that a positive image is projected in the local communities that they operate within. Transparency is also important in our operations so that local and state authorities can regulate the industry properly.

 Economically: ASR aims to sustain its non-profit status to provide qualifying patients with reduced priced or free medication. Proper management of finances is imperative and will allow us to expand our operation into other states that have appropriate laws concerning the Cannabis industry.

 Environmental: ASR works diligently to reduce our footprint on nature. It is our intention to provide future generations with better environmental conditions than that of what we are currently living in. With the use of technological advances in growing equipment and the supplement of solar, wind and other alternative means of energy production, ASR hopes to put energy back into the system creating a cleaner, greener home for us all.

**Methodologies:**

 Three-year business plan

 Year One: Obtain business license and non-profit status, increase incoming donations, establish a functioning network between breeders and collectives, begin to build genetic library. Set up community programs and build a relationship with local law agencies

 Year Two: Expand location with proper facilities for production and research, help establish standards within the industry. Create roles/positions with company expansion. Expand product line. Create a positive relationship with collectives.

 Year Three: Establish a competitive market that is properly regulated. Stabilize line of ASR genetics for medical use. Continue to expand genetic library.

**Situational Analysis:**

1. Markets (customers) - Our customers are qualified Washington State medical Cannabis patients with a legal authorization to possess medical Cannabis.
2. Competition - Currently we are the only registered seed breeding company in the United States. Within the next year we aim to help other aspiring breeders legally obtain access to produce seeds and other medical products for Washington State-registered patients.
3. Technology - ASR’s research department aims to bring scientific standards to the Cannabis breeding industry. With hopes of creating a peer-reviewed scientific journal, ASR looks to standardize the scientific aspect of Cannabis breeding and research.
4. Supplier Markets - Because of legal registration and other ramifications that are not under ASR’s control, our products will be available at authorized collectives for patients to access.
5. Labor Markets - The Cannabis industry has the potential for a large job market to be created. ASR hopes to help create jobs and increase the stability of the American market.
6. The Economy - ASR hopes to provide a stimulus to the economy by allowing patients to save money on the costs of medication. Also through taxation of seeds, medication and concentrates, we will be providing money to both the local community and the state.
7. The regulatory environment - currently there are very little to no regulations within the Cannabis industry. ASR looks to help build these regulations so that they meet the needs of the government, business operators and patients.

**Goals, Objective and Targets**

* Establish Allele Seeds Research as the premier, professional and respected name in Cannabis breeding and research.
* Establish quality standards for patients and the industry.
* Establish a peer-reviewed Cannabis Research Journal
* Establish a certification process for growers
* Create a genetics bank of Cannabis cultivars to preserve past, current & future cultivars, allowing for future breeders to have access to true breeding, and stabilized cultivars.
* Map *Cannabis sativa* *L*. genome

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