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Media Contact: Gretchen Gailey  
(202) 489-3821 | [ggailey@frontierfinancials.com](mailto:ggailey@frontierfinancials.com)

## New Frontier Study Unveils Critical Challenges & Opportunities for Investors in the Cannabis Space at Marijuana Investor Summit

**Washington – New Frontier, the leading Cannabis Big Data provider, will unveil seven critical considerations for investors looking at the legal Marijuana space in their first Investor Study to be released on 4/20 at the Marijuana Investor Summit in Denver. The study, along with their first Legislator and Operator studies, will provide readers unprecedented data analysis, and targeted actionable intelligence addressing imminent questions yet to be answered in this nascent industry.**

“These reports offer unparalleled insight specifically targeting current investors, legislators, and operators’ questions in this still murky space. We have endeavored to look at the industry from a very fact-based perspective, cleaning up and aggregating what was still fragmented and imperfect data, to bring more transparency and provide better direction in this very unique and fascinating sector,” said Giadha Aguirre DeCarcer, Founder and CEO.

New Frontier analysts, economists, and business strategists dissect and synthesize data from a wide range of sources, including businesses, government agencies, and market surveys, then apply patented analytical techniques to answer the industry’s most important questions.

“No one else in the industry has put together this kind of analysis, primarily because the data has been sparse, fragmented, and imperfect. Our core technological infrastructure is designed to remedy those challenges and provide accessible and meaningful information to those who need it most,” added Glenn Harless, Co-Founder and CTO.

Each year New Frontier will produce an annual report exploring key developments in the industry, four quarterly reports targeting specific verticals or segments, and 12 monthly case studies on fast-moving trends and shifting industry dynamics relevant to investors, operators, and legislators.

“Our analysis is designed to inform investors, owner-operators, and policymakers at the federal and state level. New Frontier identified the need early on and was able to mobilize the necessary resources immediately to help bring a solution to market,” said Rick Gilchrist, Co-Founder and COO.

**Key issues explored in the reports:**

- Return on Investment: Pricing and profitability in increasingly competitive markets
- Products Trends: The growth of edibles and other marijuana infused products
- Business Ecosystem: Opportunities and risks in evolving ancillary markets
- Legislation: The impact of differing state regulatory models on the size of the market opportunity
- Taxation: The effect of tax policy on consumer demand
- Politics & Public Opinion: The widening gulf between federal law and public opinion
- Society: Impact of legalization on the community
- Sustainability: Improving energy efficiency in cultivation
- Science: Developments in research on the medical effects of marijuana

The entire New Frontier team will be onsite at the Marijuana Investor Summit in Denver from April 20-22 to introduce their studies and services to the Cannabis Industry. More can also be found at [www.frontierfinancials.com](http://www.frontierfinancials.com).

**About New Frontier Financials:**

New Frontier Financials is the first company to support the nascent and underserved cannabis industry as a Big (and smart) Data provider. Unlike most of those joining the new green rush, New Frontier looks beyond the plant cultivation and distribution, to raise the industry bar and provide sophisticated services and value-add in what will inevitably be a mature and more complex industry. New Frontier Financials is headquartered in Washington, D.C. For more information or media inquiries, please visit [www.newfrontierfinancials.com](http://www.newfrontierfinancials.com) or contact Gretchen Gailey at 202-489-3821 or [ggailey@frontierfinancials.com](mailto:ggailey@frontierfinancials.com).

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