

M&A Brand Checklist: Defining Brand Value

This checklist shows you what to look for when acquiring a cannabis brand—or what companies will look for when acquiring your brand.



Look for red flags in the financials and management of the brand

Prevent red flags to streamline acquisitions.



Know what makes the brand's products uniquely competitive, including any Intellectual Property

Intellectual Property provides a long-term competitive advantage and ability to diversify revenue through licensing.



Find out who the brand competes with and whether its brand messaging stands out among target consumers

A focused brand message and customer value proposition increases likelihood to stand out.



The brand should fit within your company's portfolio

Your goals of acquisition or growth should be aligned with your existing brands and industry trends.



Ensure the brand has established rational buying behavior with their consumers.

Successful brands establish this by hooking consumers on product or functional attributes first such as high THC, taste, texture, and price.



Understand the customers most loyal to the brand

Brands who stand the test of time build emotional and social benefits into their marketing strategy after establishing rational buying decisions amongst consumers.

Grow your business with data-driven answers and a team of experts by your side.

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